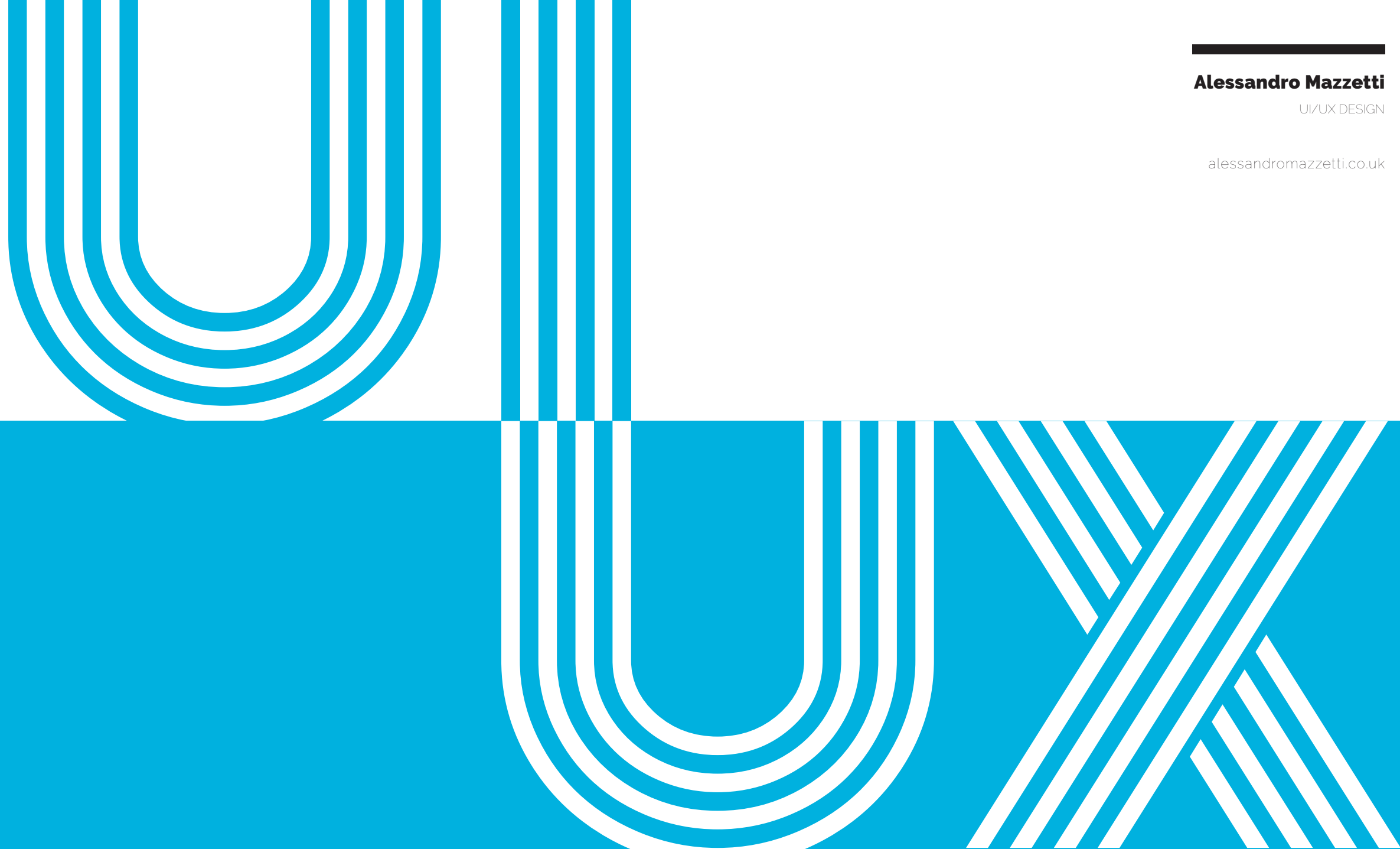


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**Alessandro Mazzetti**

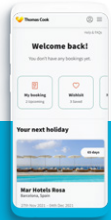
UI/UX DESIGN

[alessandromazzetti.co.uk](http://alessandromazzetti.co.uk)



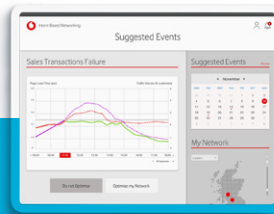
hello!

**I'm Alessandro, an experienced creative designer  
inspired to work with incredible people  
and incredible brands, for incredible projects.**



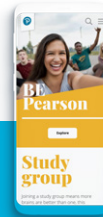
Thomas Cook

**Inspiring customers  
with a self-service  
online tool**



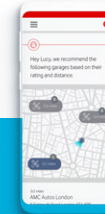
Vodafone IBN

**Creating confidence  
for unpredictable  
peak of data traffic**



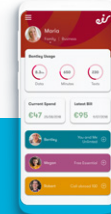
Pearson Store

**Re-imagining  
the future of  
the learning  
experience**



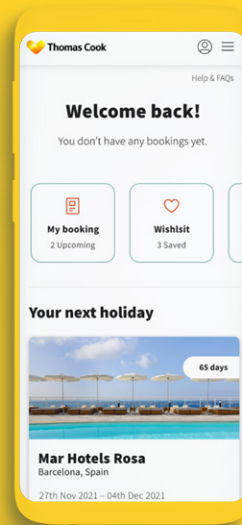
Vodafone CPS

**Smart support  
through smarter  
design**



Eir

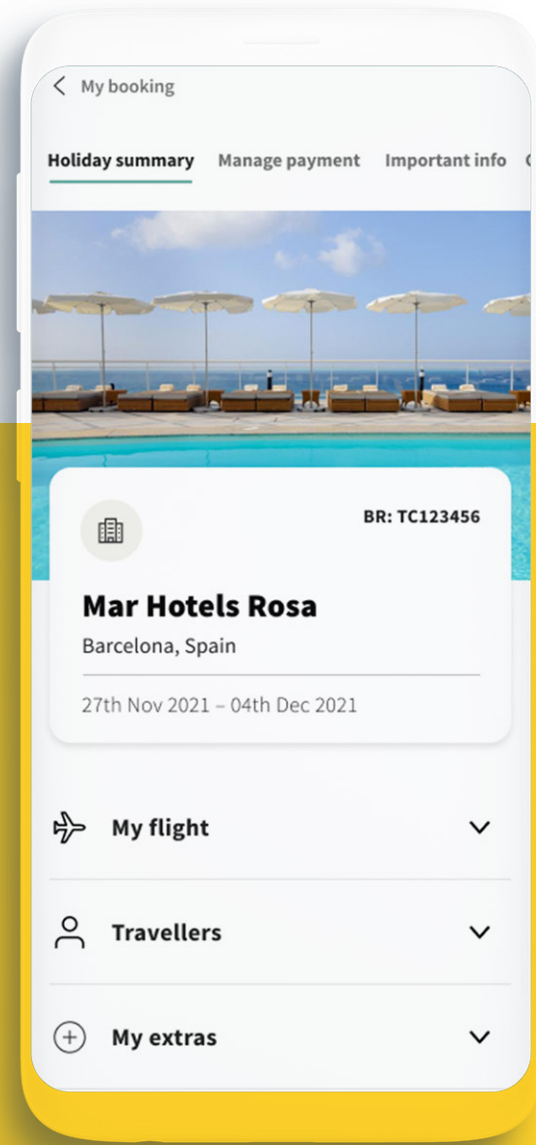
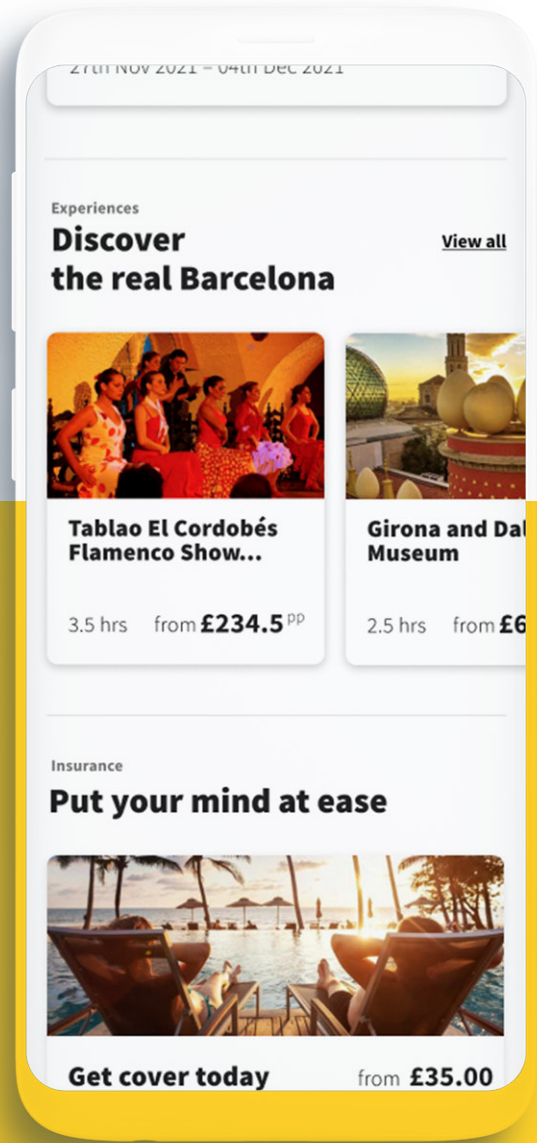
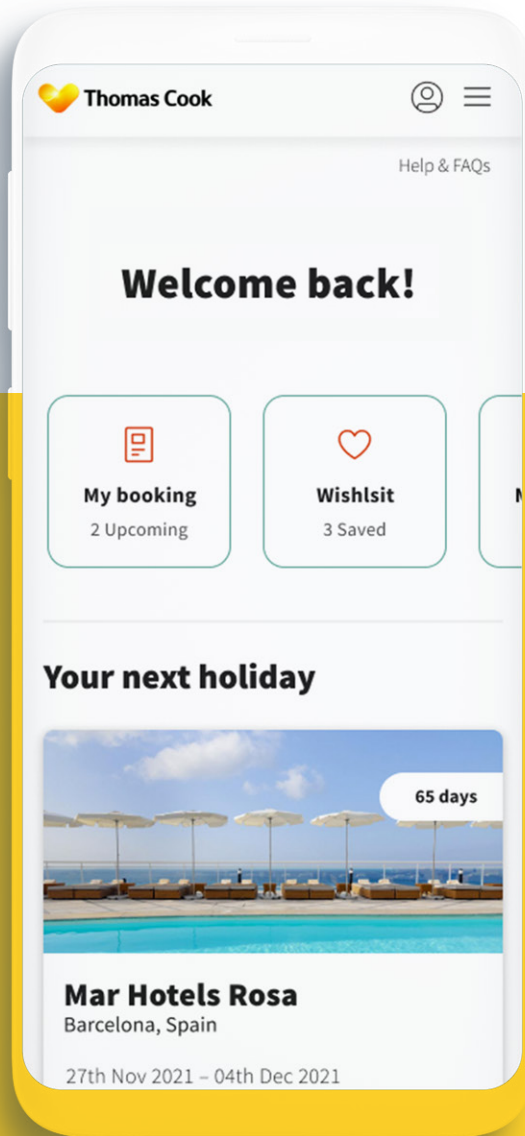
**Comfortable  
switching between  
Family and  
Business account**



Thomas Cook | My account

UX & UI Design

**Inspiring customers  
with a self-service  
online tool**



## Challenge

The main objective to **identify key areas for improving the “My Account”** section was triggered by increasing customer frustration with the **lack of self-service options** and the inability to manage bookings or add extras independently. This resulted in **high volumes of routine inquiries overwhelming the customer support centre** and **missed opportunities to cross-sell additional services**.

## Solution

We needed to **create a unified booking dashboard** to provide users with a clear and organised view of all their bookings, with a more clear and editable booking information to ensure **seamless access to all relevant details, minimising confusion and calls to the customer support team**. A all-in-one place where we could **promote post-booking service** and **inspirational content** to **drive more revenue**.

## Outcome

### User Adoption and Engagement:

- Achieve **60% of registered users** actively using My Account within three months of launch.

### Customer Support Call Volume:

- **30% reduction** in the number of support calls related to booking management and routine tasks within six months.

### Cross-Selling Revenue:

- **15% increase** in revenue from ancillary services and additional bookings made through My Account.

### User Feedback and Satisfaction:

- Customer Satisfaction (CSAT): **Increase from 4.0 to 4.3 out of 5** within six months.
- Feature Feedback: **70% positive feedback** on new features from user surveys

### Net Promoter Score (NPS):

- **Increase from 45 to 62** within six months.

# Discovery

## Key user groups

We conducted interviews with two key user groups: **families** and **couples without children**. Their feedback revealed that:

**Families** needed better tools to **manage multiple bookings** and **add extras** like family activities, highlighting a missed opportunity for cross-selling.

**Couples** sought clearer access to upgrades and **personalised suggestions**, which the current system failed to provide, limiting additional service purchases.

Quantitative research supported these findings, showing that over **50% of users were dissatisfied with managing multiple bookings**, while **low cross-selling conversion rates** and limited visibility of features further highlighted missed revenue opportunities.

## Stakeholder Interviews

Stakeholder interviews revealed **key business challenges, including ineffective cross-selling, an overloaded customer support centre** due to routine inquiries, limited design flexibility for adding new features, and low registration numbers reducing engagement.



## The Family Traveller | Travel Habits

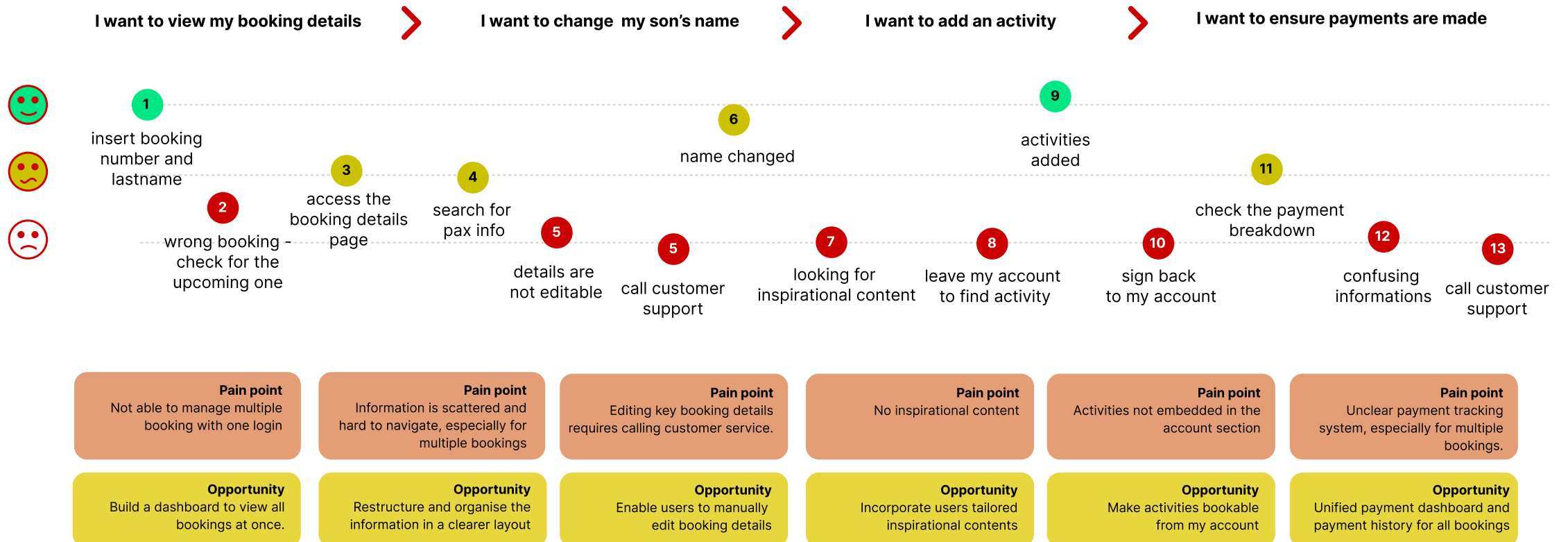
Family Travellers typically **manage multiple bookings** and need **clear, actionable information** about their trips. They value features that help them add family-friendly extras (like kids' activities) and receive reminders for key deadlines. Addressing their needs could unlock better cross-selling opportunities for family-oriented services.

## Sophie Williams

“When I log into my account, I want to easily manage my entire family’s holiday bookings, edit details, and add extras like kids’ activities, so I can focus on preparing for our trip stress-free.”

## JTBD:

View multiple booking  
 Edit details  
 Add extras  
 Check payments



## Couple Traveller | Travel Habits

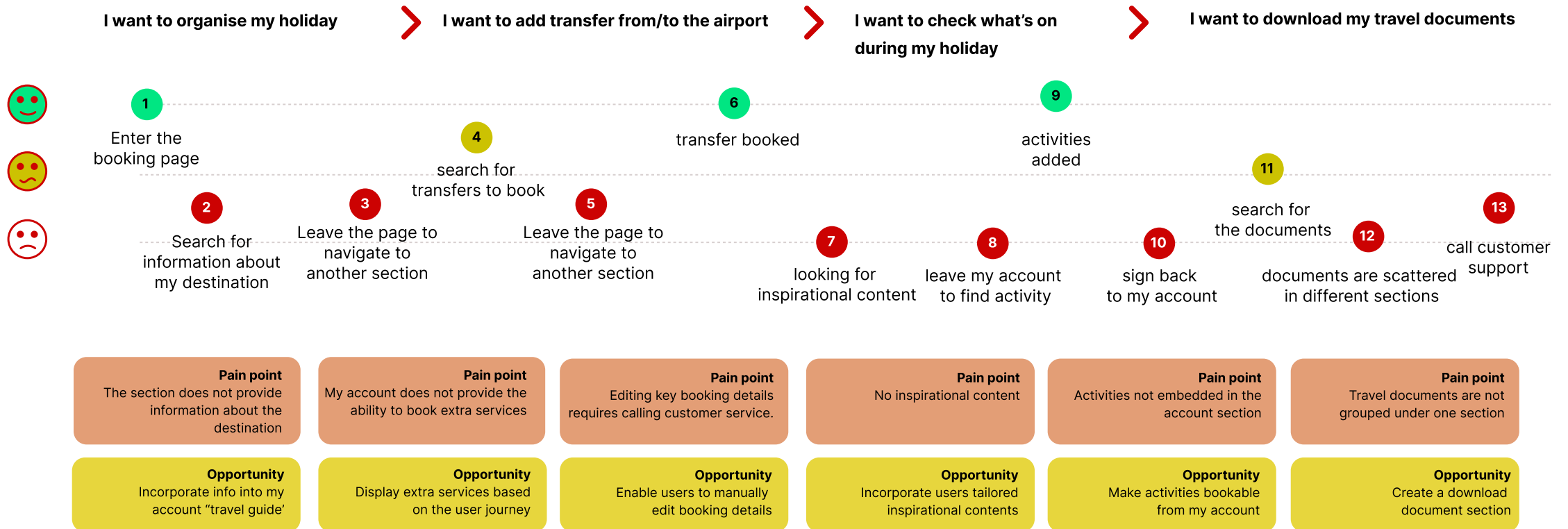
Couples Without Children value **personalised options** and simplicity in managing their bookings. They prefer easy access to services like transport and insurance, as well as **destination-based recommendations** that enhance their holiday experience. Tailoring the experience to their interests could increase the likelihood of additional service purchases.

## John Harris

“When preparing for my holiday, I want to explore inspirational content about my destination, add services like transport and insurance, and easily access location information, so my partner and I can enjoy a well-prepared, enriching holiday experience.”

## JTBD:

Look for inspirational content  
Add services  
Access location information  
Downloads





● Problem

**Unclear Booking Information:**

The current system does not provide clear and detailed booking information, leaving customers confused about their reservations and itinerary.

● Solution

**Provide a centralised dashboard where users can see all essential trip details at a glance, including hotel information, flight details, check-in/check-out times, and activity schedules.**

---

● Problem

**Inability to Manage Multiple Bookings Under One Account:**

Customers cannot manage multiple bookings under a single account, making it cumbersome to oversee and organise their travel plans.

● Solution

**Enable users to manually add existing bookings to their account, and include a dedicated booking section where they can access both upcoming and past holidays**

● Problem

**Limited Self-Service Functionalities:**

Customers are unable to perform many routine tasks independently due to the lack of comprehensive self-service options within the current system.

**Overloaded Customer Support Centre:**

The customer support centre is frequently overloaded with calls and inquiries, many of which pertain to routine tasks that could be handled through self-service options.

● Solution

**Provide a clear call-to-action that allows users to select and modify specific details, generating a straightforward form to request the desired changes.**

---

● Problem

**Limited Design Flexibility for Adding New Features:**

The current system's design lacks flexibility, making it difficult to integrate new features and adapt to changing customer needs.

● Solution

**Implement a modular design framework with scalable components to enable easy integration of new features and adaptability to changing customer and business needs.**

● Problem

**Lack of Inspirational Content:**

Users need to feel motivated and inspired to explore the available activities and suggested destinations, but the current system lacks engaging content that could lead to increased sales.

**Ineffective Cross-Selling:**

The booking system fails to effectively promote and sell additional services and products to customers during their booking journey.

● Solution

**Strategically incorporate destination highlights, activity recommendations, and curated travel guides throughout the user journey, tailored to user preferences, to inspire exploration.**

---

● Problem

**Increase Number of Registrations:**

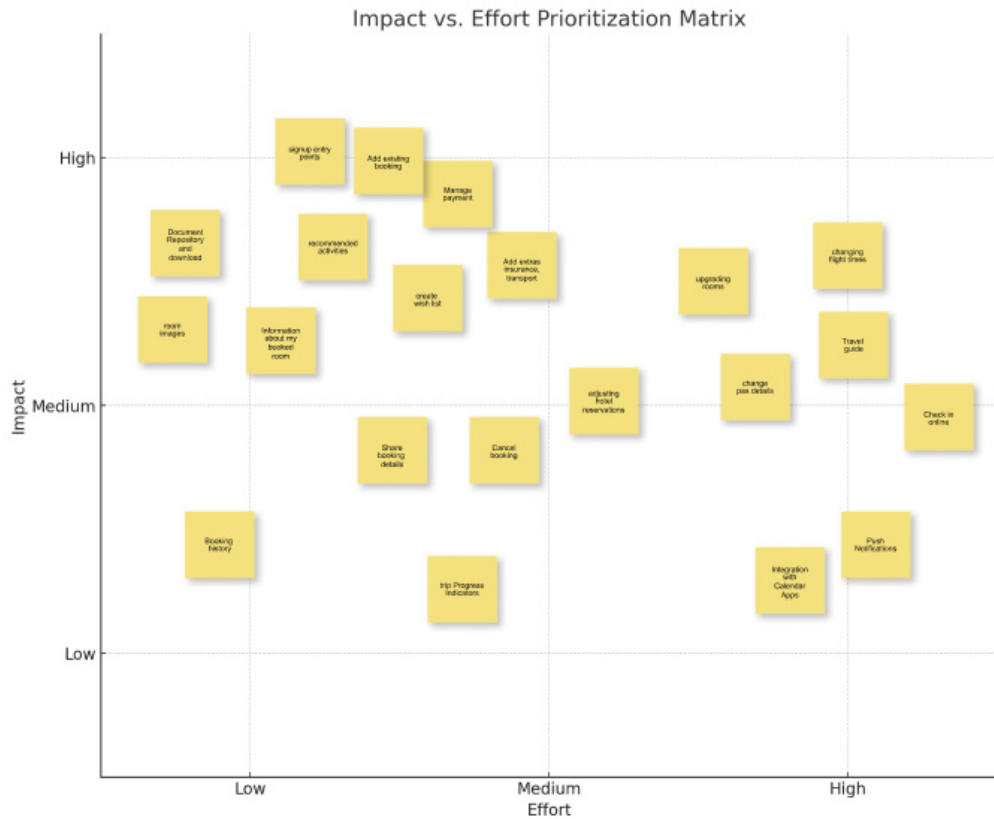
Low registration numbers limit the reach and effectiveness of the new features, reducing overall user engagement and the potential for cross-selling opportunities.

● Solution

**Implement targeted marketing campaigns and streamlined registration processes. Clearly communicate the benefits of registration.**

## Prioritising ideas

During a collaborative ideation session with stakeholders and engineers, we developed a prioritisation matrix to focus on features with the highest impact. Features like enhanced self-service options, clearer booking information, and the ability to manage multiple bookings under one account were identified as top priorities. From this, we were able to create the roadmap for implementation.



# User feedback and design iteration

## 1. Navigation and Usability Improvements:

- Issue:** Users found the navigation tab confusing with booking access and settings combined.
- Solution:** Separated booking-related features from account settings, making FAQs and support links easily accessible from the main screen.
- Outcome:** Enhanced clarity and improved user satisfaction with navigation.

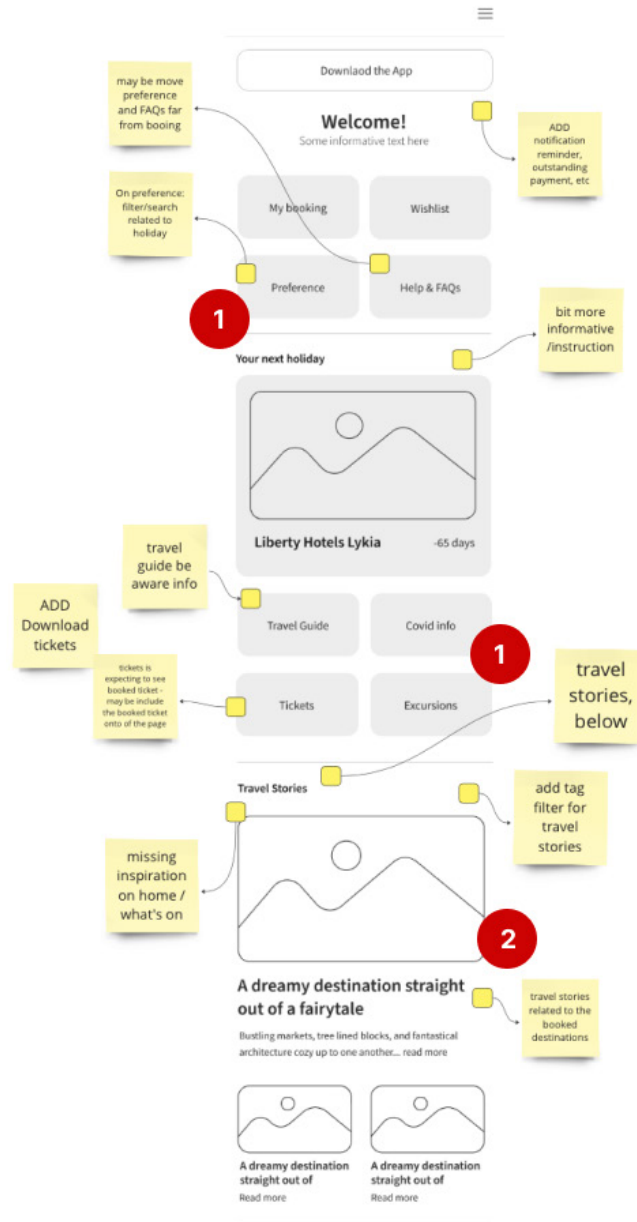
## 2. Inspirational Content:

- Issue:** The “Travel Story” section was well-received, but its development was delayed.
- Solution:** Redesigned the presentation of the extras component with a more inspirational tone to maintain user engagement and drive increased revenue.
- Outcome:** Provided inspiration while aligning with business goals.

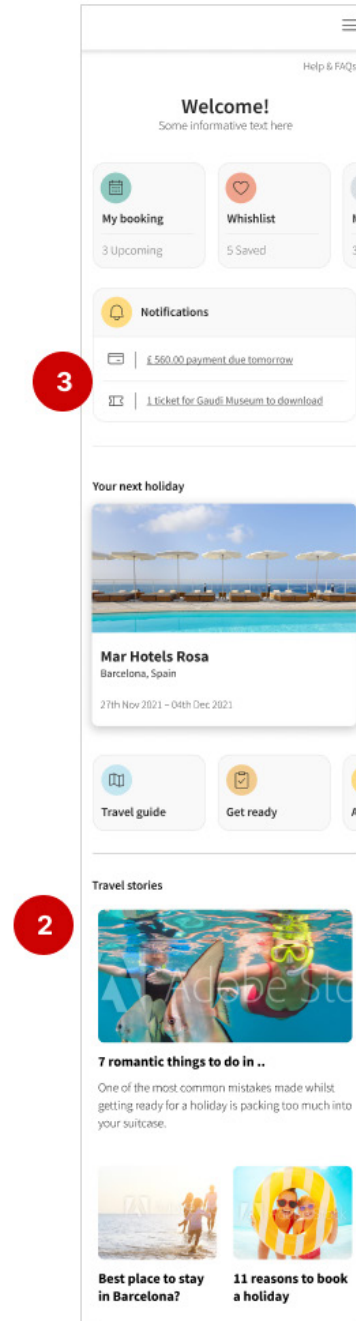
## 3. Notifications and Key Features:

- Issue:** Notifications were too prominent and distracted from more important information.
- Solution:** Moved notifications to the hamburger menu, prioritising essential features like “Manage Payment” in the main navigation.
- Outcome:** Streamlined user interface, improving access to frequently used features.

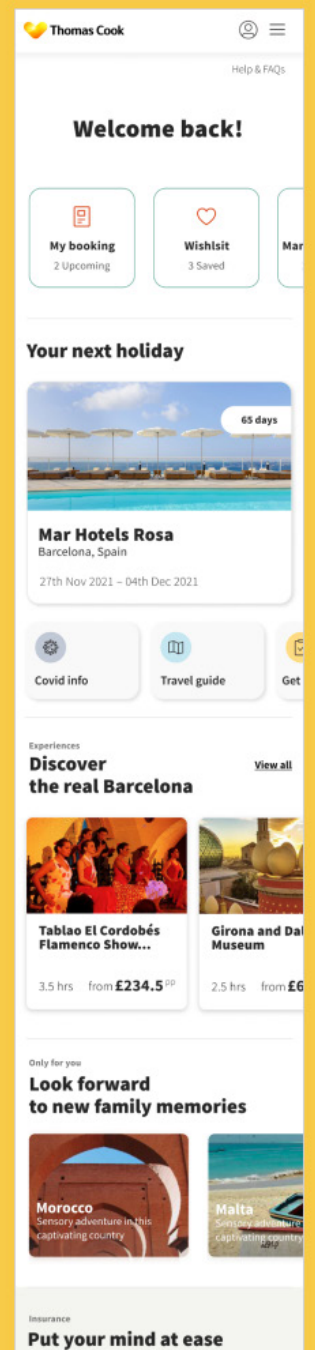
### Feed back from low-fi prototype



### First iteration prototype

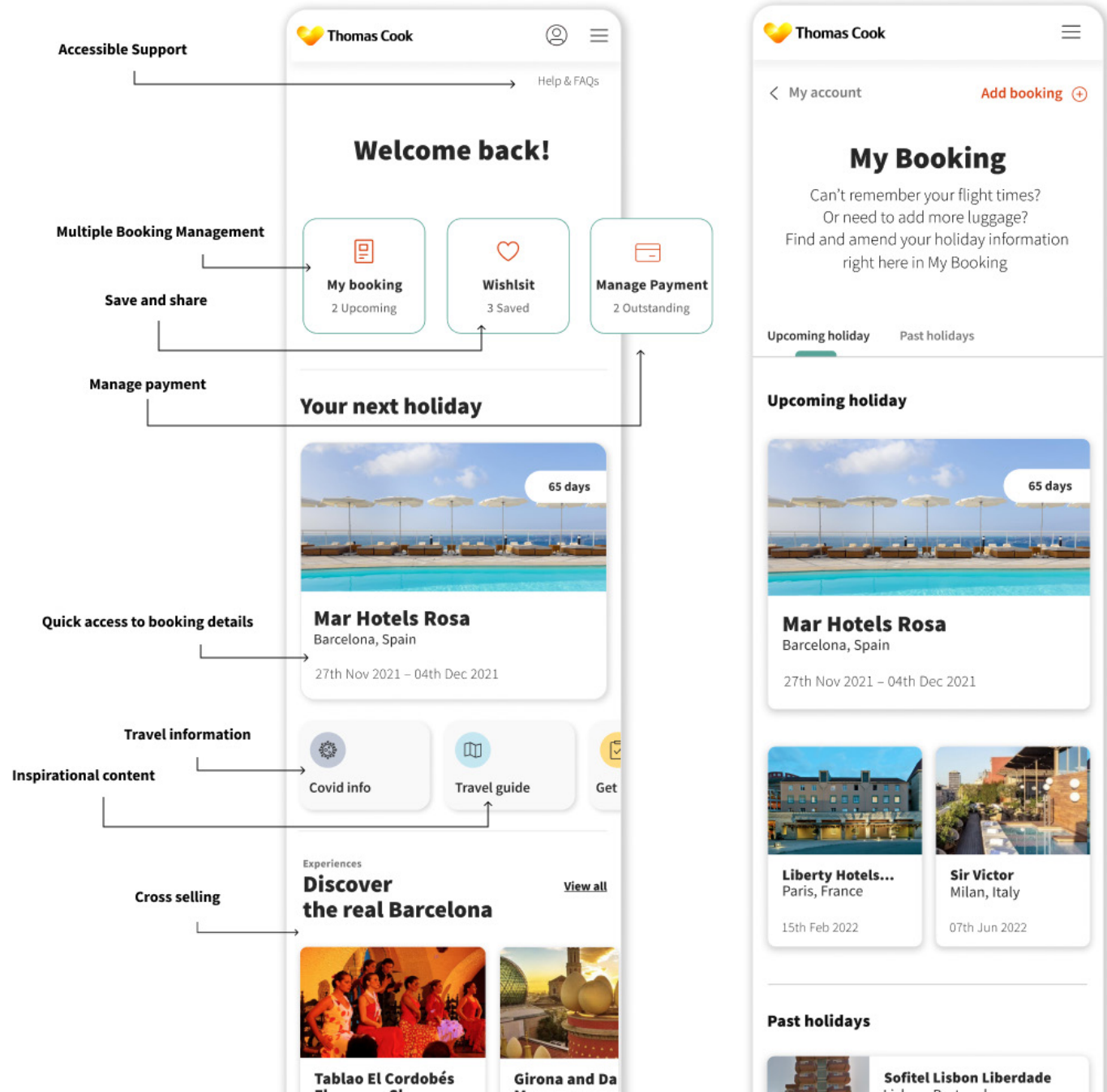


### Final product



## Unified dashboard

The redesigned dashboard consolidates all bookings in a single view, with quick access to high-demand features. A visually engaging extras section offers inspirational content, using soft-sell suggestions to enhance the trip. Together, these improvements simplify trip management, foster inspiration, and elevate the dashboard into a tool that's practical and enjoyable for everyday use during the holiday.



## Clear and editable booking details

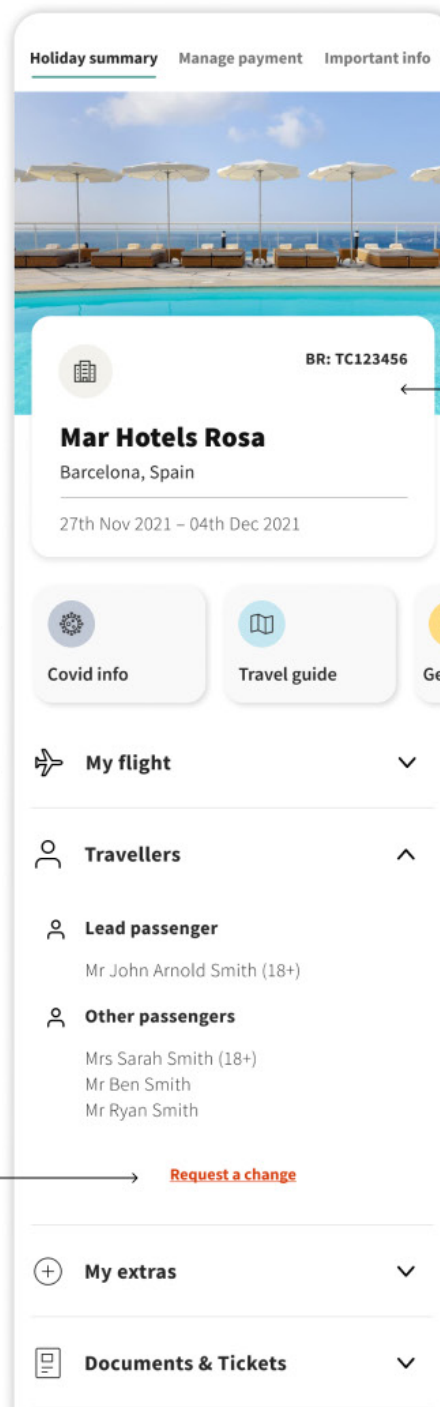
Reducing the call volume to the customer support centre by providing users with clear, editable booking details and self-service options.

Informative and inspirational

Accordion booking details

Detailed booking information

Modify bookings



**Holiday summary** Manage payment Important info

BR: TC123456

### Mar Hotels Rosa

Barcelona, Spain

27th Nov 2021 – 04th Dec 2021

**Covid info** **Travel guide** Get

**My flight**

**Travellers**

**Lead passenger**  
Mr John Arnold Smith (18+)

**Other passengers**  
Mrs Sarah Smith (18+)  
Mr Ben Smith  
Mr Ryan Smith

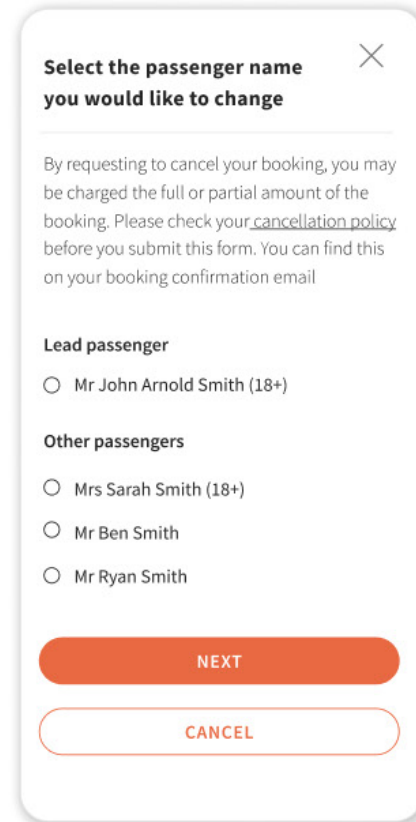
**Request a change**

**My extras**

**Documents & Tickets**

top navigation give access to the booking tasks

Card expand to show hotel information



### Select the passenger name you would like to change

By requesting to cancel your booking, you may be charged the full or partial amount of the booking. Please check your [cancellation policy](#) before you submit this form. You can find this on your booking confirmation email

**Lead passenger**

Mr John Arnold Smith (18+)

**Other passengers**

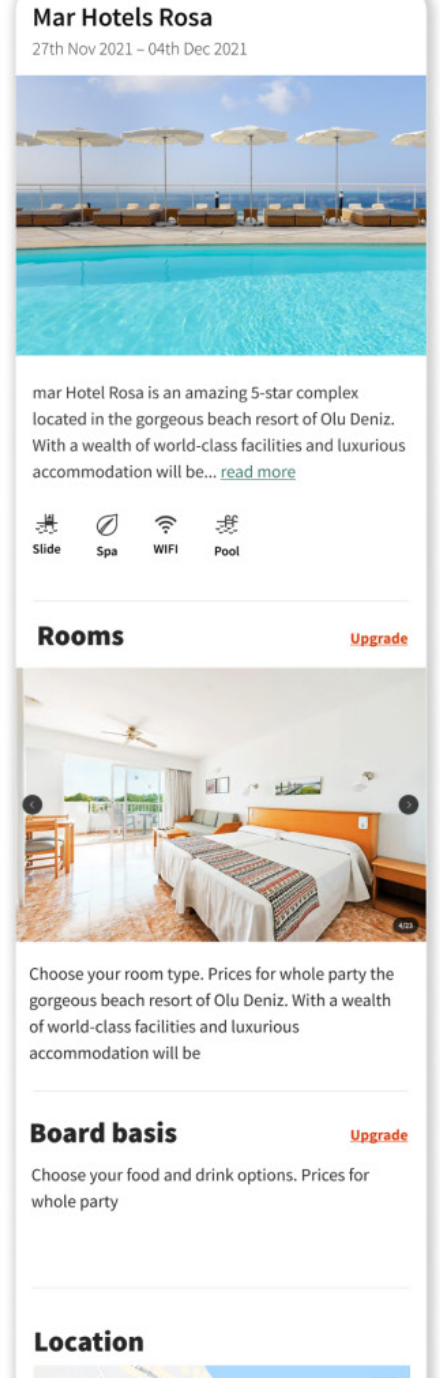
Mrs Sarah Smith (18+)

Mr Ben Smith

Mr Ryan Smith

**NEXT**

**CANCEL**



### Mar Hotels Rosa

27th Nov 2021 – 04th Dec 2021

mar Hotel Rosa is an amazing 5-star complex located in the gorgeous beach resort of Olu Deniz. With a wealth of world-class facilities and luxurious accommodation will be... [read more](#)

**Slide** **Spa** **WIFI** **Pool**

### Rooms

**Upgrade**

Choose your room type. Prices for whole party the gorgeous beach resort of Olu Deniz. With a wealth of world-class facilities and luxurious accommodation will be

### Board basis

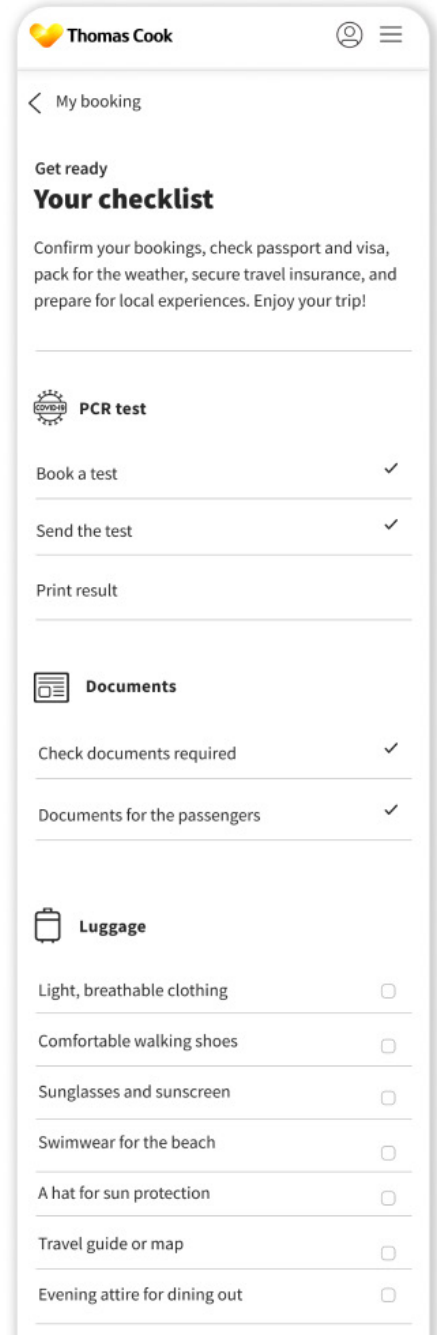
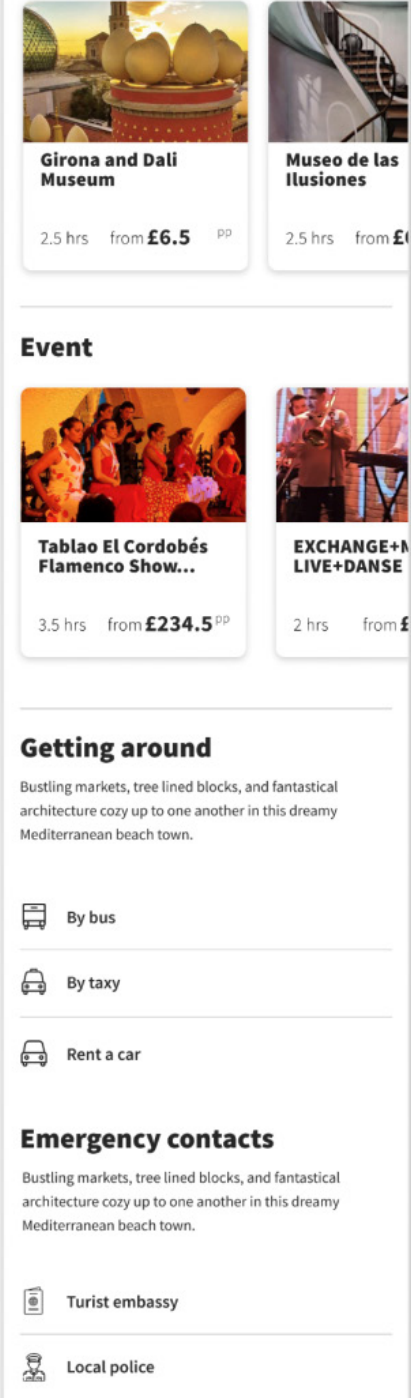
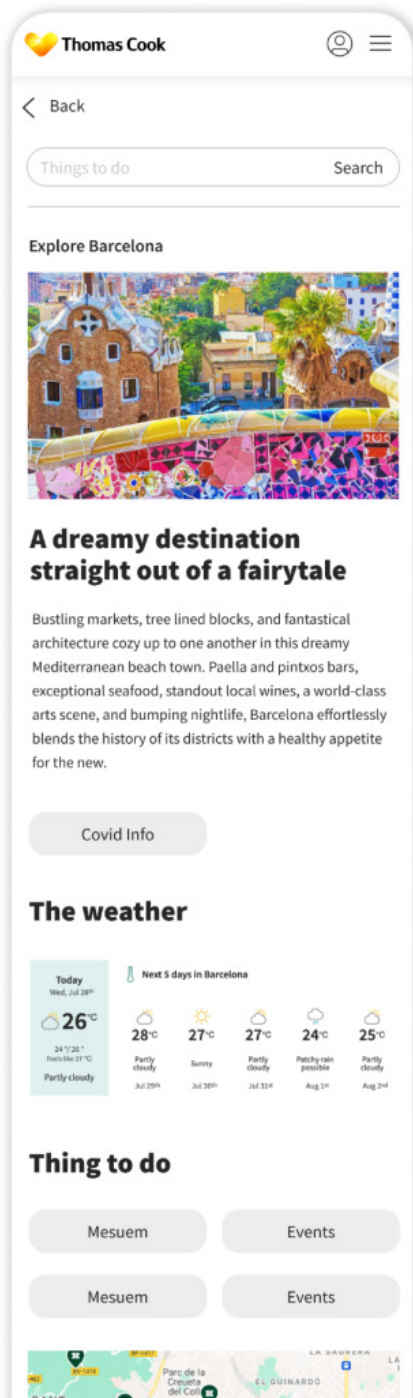
**Upgrade**

Choose your food and drink options. Prices for whole party

### Location

## Inspire and inform

Creating a travel guide and checklist not only fulfil the need for more inspirational content but also boosts the potential for increased sales, turning the product into a valuable tool that customers can rely on throughout their holidays.



## Inspirational cross selling

The goal was to introduce inspirational content that would encourage users to explore and purchase additional activities and services, without overwhelming them with aggressive sales tactics.

To achieve this balance, we focused on refining the copy for titles and prompts within the platform. Instead of using a hard-sell approach, we adopted a tone of voice that felt more like friendly suggestions or recommendations.

Only for you

### Look forward to new family memories



Insurance

### Put your mind at ease



Get cover today from **£35.00**

All prices include Insurance Premium Tax (IPT)

Travel money

### Better rates than the Post Office. Guaranteed!

[Read more about exchange rate](#)

powered by  
spendology

Post office	Our rate
AED 4.753	AED 4.745

[Get a quote](#)

### Deals for you



Mr Ben Smith  
Mr Ryan Smith

[Request a change](#)

+ My extras

📄 Documents & Tickets

📄 Price summary

Experiences

### Discover the real Barcelona

[View all](#)



Tablao El Cordobés  
Flamenco Show...

3.5 hrs from **£234.5<sup>pp</sup>**



Girona and Dalí  
Museum

2.5 hrs from **£6**

Transfers

### Stress-free from the airport to your destination



Airport transfers from **£35.00**

[Explore our best options](#)

✓ Amend your transfers up to 48 hours for free

✓ Safe, fully protected and regulated

✓ Start your holiday sooner

## Select your transfer



Private standard adapted car

Cost-effective service

🕒 Aprx. 1h 45m journey

🕒 Up to 60 mins wait

♿ Wheelchair friendly

👤 Meet & Greet service



**£55 pp**

£130.00 (return)



Private standard adapted car

Cost-effective service

🕒 Aprx. 1h 45m journey

🕒 Up to 60 mins wait

♿ Wheelchair friendly

👤 Meet & Greet service



**£55 pp**

£130.00 (return)



Private standard adapted car

Cost-effective service

🕒 Aprx. 1h 45m journey

🕒 Up to 60 mins wait

♿ Wheelchair friendly



**£130.00 (return)**

£55 per person

Enjoy a private journey from the airport to your accommodation with this premium service. The driver will 'Meet & Greet' you, providing easy door-to-door transfers based on your flight times.

- Arrive in style
- Door to door 'Meet & Greet' service

Total price  
**£100.00**

[Add to booking](#)

Thomas Cook

Welcome back!

You don't have any bookings yet.

My booking  
0 Upcoming

Wishlist  
3 Saved

Find your holiday

If you're looking for a holiday you've already booked, simply add your booking reference and last name. If you're looking for your next trip, let us help you find something special to look forward to

ADD BOOKING

SEARCH HOLIDAY

Thomas Cook

Close

Insert your booking details

You don't have any bookings yet.

Booking reference

Last name

Find my booking

Thomas Cook

My account Add booking

My Booking

Can't remember your flight times?  
Or need to add more luggage?  
Find and amend your holiday information right here in My Booking

Upcoming holiday Past holidays

Upcoming holiday

65 days

Mar Hotels Rosa  
Barcelona, Spain

27th Nov 2021 - 04th Dec 2021

Liberty Hotels...  
Paris, France  
15th Feb 2022

Sir Victor  
Milan, Italy  
07th Jun 2022

Past holidays

Sofitel Lisbon Liberdade  
Lisbon, Portugal  
12th Aug 2019 - 19th Aug 2019

Holiday summary Manage payment Important info

BR: TC123456

Mar Hotels Rosa  
Barcelona, Spain

27th Nov 2021 - 04th Dec 2021

My flight

Travellers

My extras

Documents & Tickets

Price summary

Experiences View all

Discover the real Barcelona

Tablao El Cordobés Flamenco Show...  
3.5 hrs from £234.5<sup>pp</sup>

Girona and Da Museum  
2.5 hrs from £6

Transfers

Stress-free from the airport to your destination

Airport transfers from £35.00

Explore our best options

- Amend your transfers up to 48 hours for free
- Safe, fully protected and regulated
- Start your holiday sooner

Thomas Cook

My booking

Holiday summary Manage payment Important info

BR: TC123456

Mar Hotels Rosa  
Barcelona, Spain

27th Nov 2021 - 04th Dec 2021

My flight

Outbound flight

27 Nov 2021 | 09:25 - 13:20  
London Gatwick airport  
Dalaman airport, Turkey  
EasyJet - EZ 123

Inbound flight

27 Nov 2021 | 09:25 - 13:20  
London Gatwick airport  
Dalaman airport, Turkey  
EasyJet - EZ 123

Check in online

Travellers

My extras

Documents & Tickets

Price summary

Experiences View all

Discover the real Barcelona

Tablao El Cordobés Flamenco Show...  
3.5 hrs from £234.5<sup>pp</sup>

Girona and Da Museum  
2.5 hrs from £6

Select your transfer

Private standard adapted car  
Cost-effective service

Aprx. 1h 45m journey  
Wheelchair friendly

Up to 60 mins wait  
Meet & Greet service

£55 pp  
£130.00 (return)

Private standard adapted car  
Cost-effective service

Aprx. 1h 45m journey  
Wheelchair friendly

Up to 60 mins wait  
Meet & Greet service

£55 pp  
£130.00 (return)

Private standard adapted car  
Cost-effective service

Aprx. 1h 45m journey  
Wheelchair friendly

Up to 60 mins wait  
Meet & Greet service

£130.00 (return)  
£55 per person

Enjoy a private journey from the airport to your accommodation with this premium service. The driver will 'Meet & Greet' you, providing easy door-to-door transfers based on your flight times.

- Arrive in style
- Door to door 'Meet & Greet' service

Total price  
£100.00

Add to booking

Thomas Cook

Back

Your payment

Private standard adapted car

Number of vehicle 2

Total Price £150.00

Debit / Credit Card

Card Number  
1234 5678 9012 3456

Expiry Date Mar 2021 CVC / CVW 123

Cardholder name  
Jon Jones

I have read and understood the important information relating to my

Thomas Cook

Back

Your transfer has been added to your booking.

Thanks for booking with us at Thomas Cook. Your updated invoice will be sent to johnsmith@gmail.com

Private standard adapted car

Number of vehicle 2  
Passengers 6

Tue 06 Aug 2021  
From Dalaman Airport, Turkey  
Aprx. 1h 45m journey

Tue 07 Sep 2021  
From Hotel Name  
Aprx. 1h 45m journey

Price per person £75.00  
Total price £150.00

View booking details



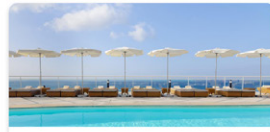
## Welcome back Yuri!

Dashboard My booking Manage payment Documents & tickets My wishlist Notifications

### Your next holiday

One of the most common mistakes made whilst getting ready for a holiday is packing too much into your suitcase.

[Read more](#)



**Mar Hotels Rosa**  
Barcelona, Spain

27th Nov 2021 - 04th Dec 2021 [View details](#)

**Your flight**

Outbound flight	Inbound flight
27 Nov 2020 09:25 - 13:20 London	27 Nov 2020 09:25 - 13:20 Dolaman


**Manage payment**

Remaining balance: £730.00  
Due by: 27/11/2021  
Total paid: £855.00

### Discover the real Barcelona

Make your holiday one to remember with one of these fantastic local experiences

[View all](#)



**Tablao El Cordobés Flamenco Show..**

3.5 hrs from **£84.5** PP



**Girona and Dalí Museum**

1.5 hrs from **£55.5** PP



**Park Güell and La Sagrada Família**

3.5 hrs from **£74.5** PP



**Sagrada Família and Park Güell**

1.5 hrs from **£65** PP



**Tapas and Wine Experience**

3.5 hrs from **£104.5** PP




**City Sightseeing Hop-On Hop-Off Bus**

3.5 hrs from **£75.5** PP

### Get the protection you need before you jet off

Explore our travel insurance options

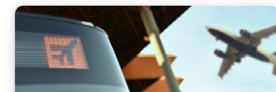


**Single trip insurance cover** from **£35.00**

Price is for all passengers, including Insurance Premium Tax (IPT)

### For a smooth journey from the airport to your destination

Make your holiday one to remember with one of these fantastic local experiences




**Airport transfers** from **£35.00**

[Explore our best options](#)

Help & FAQs

## Your next holiday is in 25 days

My booking Important info Covid info Manage payment Cancellation policies



**Mar Hotels Rosa**  
Barcelona, Spain

- Distance to centre 1 km
- Distance to beach 400m
- Distance to airport 29km (LPA)

[View details](#)

### Your booking 1236456

[Request a change](#)

27th Nov 2021 - 04th Dec 2021

Superior double sea view

All Inclusive (7 Nights)

2 Adults, 2 Children

LDN to BCN | BCN to LDN

### My Flight

[Check-in online](#)

#### Outbound flight

27 Nov 2020 | 09:25 - 13:20  
London Gatwick airport  
Dolaman airport, Turkey  
EasyJet - EZ 123

#### Inbound flight

27 Nov 2020 | 09:25 - 13:20  
London Luton  
Dolaman airport, Turkey  
Ryanair - EZ 123

### Travellers

[Request a change](#)

#### Lead passenger

Mr John Arnold Smith (18+)

#### Other passengers

Mrs Sarah Smith (18+)  
Mr Ben Smith  
Mr Ryan Smith

### My Extras

#### Luggage

Hold luggage  
3 bags  
• up to 23kg each

[Request a change](#)

[View all](#)

### Documents & Tickets

Download your travel documents

Flight tickets | Hotel voucher | Car hire voucher

Excursion ticket

### Put your mind at ease with travel protection

Your policy schedule will be emailed to you from [info@travel.thomascookcover.com](mailto:info@travel.thomascookcover.com)

Your policy number is TC-01R1000580

Single trip cover **£1585.00**

Gadget insurance **£1585.00**

#### Documentation

[Insurance Policy](#)  
[Product Information](#)  
[FAQ's](#)

### Your tickets for your next experience

You must download your tickets

27 Nov | **Tablao El Cordobés Flamenco Show with Drink**

Duration: 3.5 hours | Location: Palma

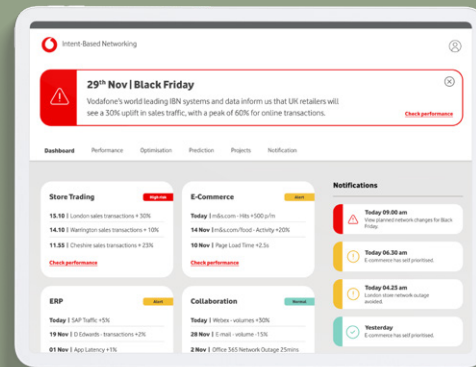
[Download ticket](#)

27 Nov | **Tablao El Co Show with T**

Duration: 3.5 hou

[Download ticket](#)

[Explore other experiences](#)



Vodafone IBN | Desktop Dashboard  
UX & UI Design

**Creating confidence  
for unpredictable  
peak of data traffic**

Vodafone needed to prototype a tool that could manage fluctuating network demands and address issues before they impacted the user experience.

The challenge was to create a clear, engaging interface that translates complex information into intuitive, real-time insights, enabling proactive network management and building user confidence.

**Client:** Vodafone

**Project Duration:** 5 weeks

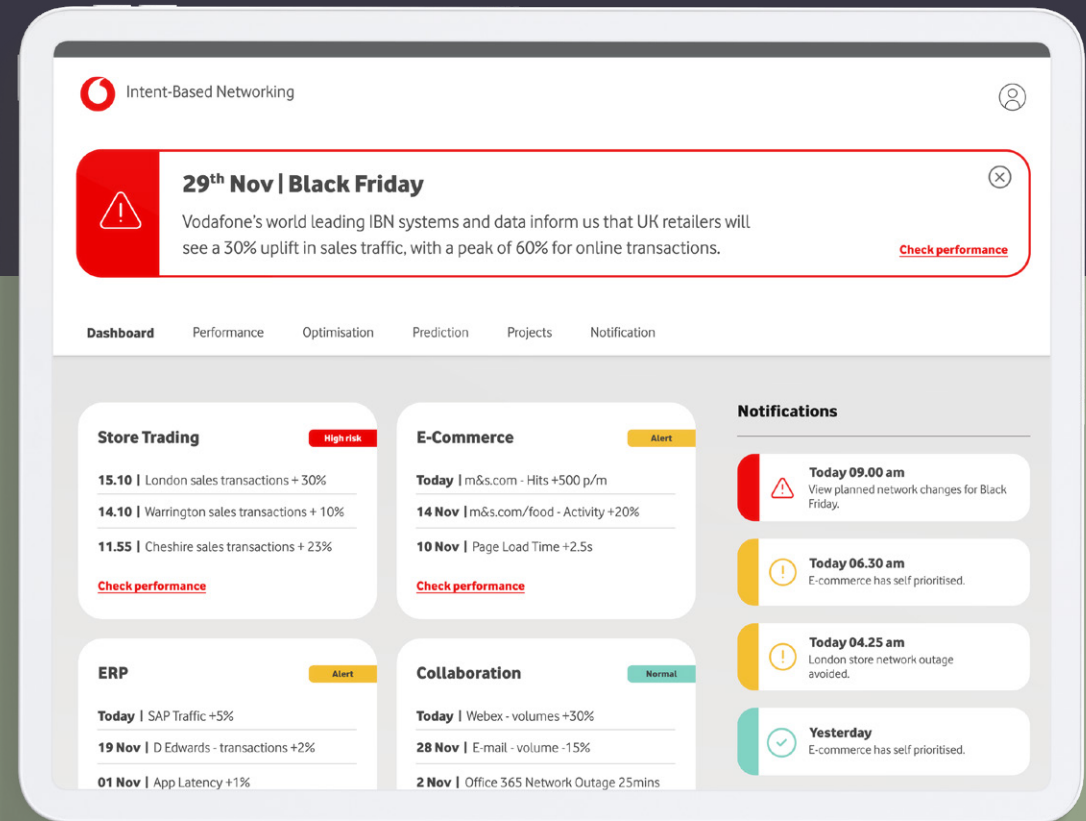
### Key Task

Define user needs and goals

Journey map

Architectural information

Create and iterate on wireframes and prototypes



To meet the distinct needs of both user groups, we needed to consider a dual-layer interface, design should deliver quick, high-level insights for Network Managers to act fast during peak times, while offering detailed, prioritized data for Technical Operators to troubleshoot efficiently.

## Discovery

To ensure the design aligned with real user needs and challenges, we conducted in-depth user research with Vodafone's network management teams and identified primary user goals and pain points. To better understand user needs and expectations, we focused on two primary user archetypes:

### Network Managers

"When unpredictable demand peaks occur, I want to confidently monitor network health at a glance and quickly address issues to prevent disruptions."

#### Primary Job

Monitor and maintain overall network health during peak times.

#### Pain Points

Difficulty in interpreting complex data under time constraints and limited confidence in relying solely on AI-generated insights without direct testing.

#### Needs

Require high-level data insights to respond to issues immediately.

### Technical Operators

"When network issues arise, I want to easily identify the root cause and act quickly using clear data and actionable insights to minimize downtime."

#### Primary Job

Analyse and respond to detailed network data, troubleshoot, and implement specific technical adjustments.

#### Pain Points

Overload of complex, raw data and unclear prioritization, making it challenging to pinpoint and address issues immediately.

#### Needs

Need granular details to troubleshoot and adjust network parameters.

## Mapping the Journey

Using insights from the user research, we created a Customer Journey Map to visualize the end-to-end experience of network management. This helped us identify pain points, and highlight opportunities for the design.

### Monitoring

Users constantly monitor the network's performance.

### Pain Point

Overwhelming data with little clarity on immediate action.

### Opportunity

Dashboard with real-time, at-a-glance summaries.

### Receiving Alerts

All triggers notifications when demand surges.

### Pain Point

Users are unsure of alert prioritization, leading to decision paralysis.

### Opportunity

Design a clear, colour-coded RAG (Red-Amber-Green) system to indicate urgency levels.

### Analysing Data

Users drill down into data to understand the issue.

### Pain Point

Overly complex data visualization makes it difficult for users to quickly interpret and prioritize information.

### Opportunity

Optimise the drill-down interaction by allowing users to access detailed data with a single click

### Responding to Issues

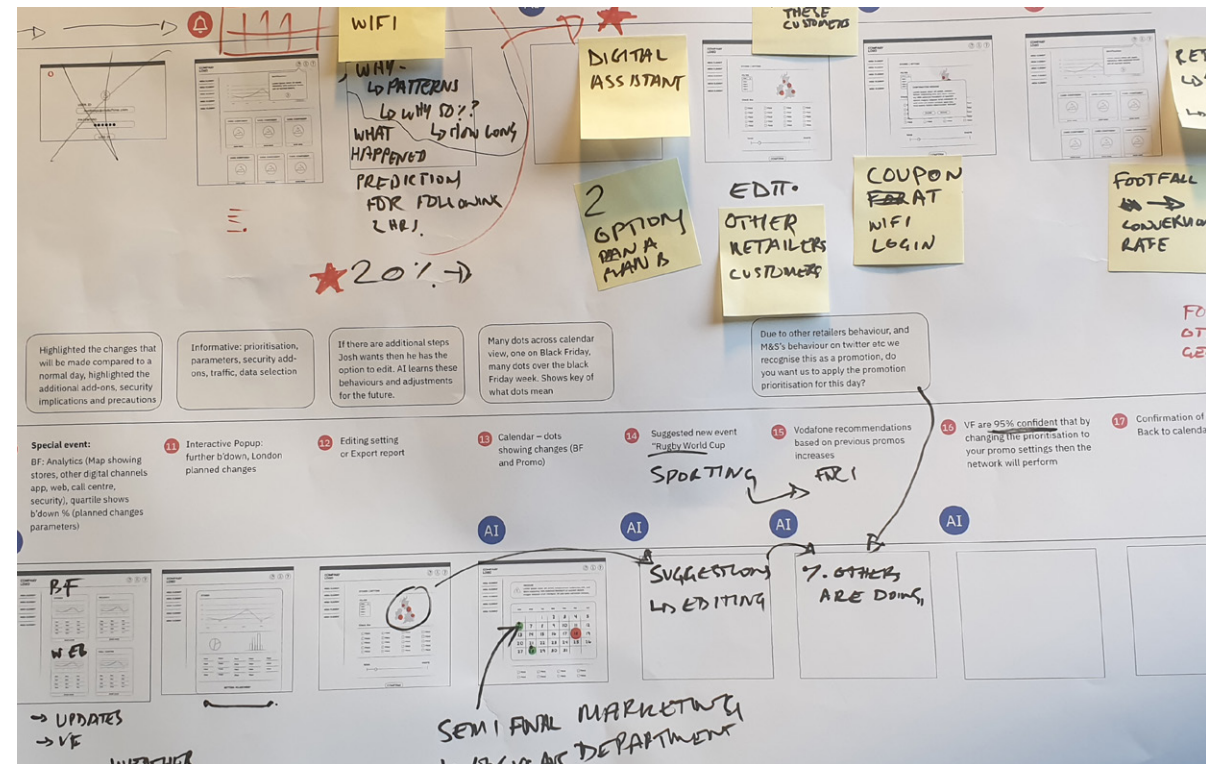
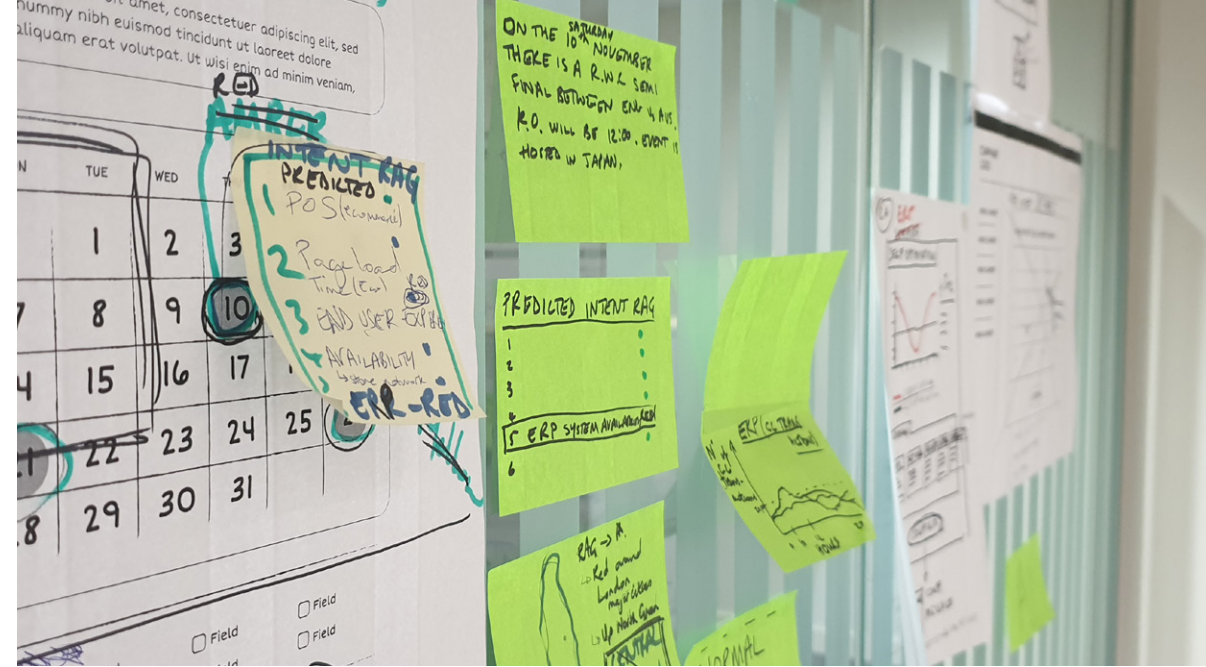
Taking corrective actions to optimize network performance.

### Pain Point

Users feel uncertain about AI suggestions without testing.

### Opportunity

Provide a sandbox feature for users to test solutions without impacting live operations.



By continuously refining the design based on user feedback, we ensured that the tool was not only functional but also optimized for clarity and ease of use in real-world, high-pressure situations.

### Layout & Information Prioritization

- **Focus:** Evaluated the intuitiveness of the dashboard layout and visibility of critical information.
- **Findings:** Users indicated that notification elements were not prominent enough during high-demand situations.
- **Action Taken:** Increased the size and contrast of notification banners to ensure they stood out, especially in high-pressure scenarios.

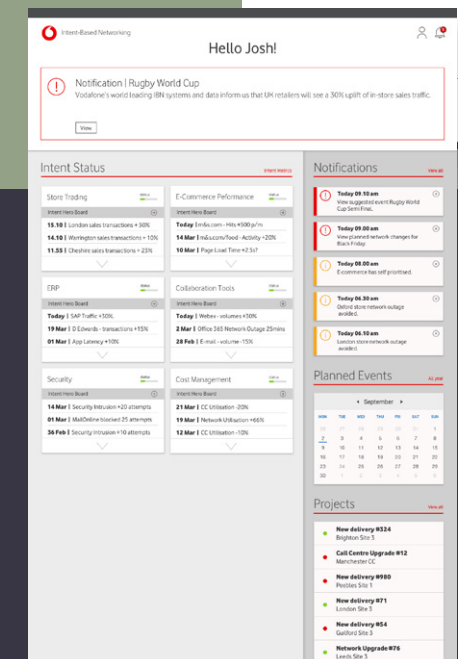
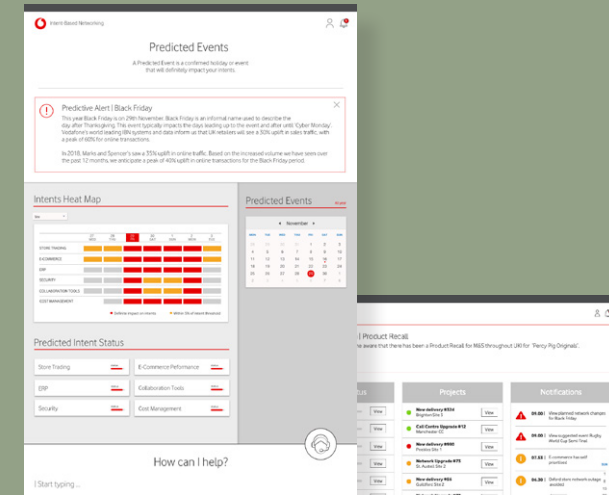
### RAG Notification System & Clarity

- **Focus:** Assessed the effectiveness of the colour-coded Red-Amber-Green (RAG) alert system.
- **Findings:** Users appreciated the clarity of colour-coding but noted that notifications needed brief text explanations to provide context.
- **Action Taken:** Enhanced notifications with concise, actionable text (e.g., “High Demand Detected – Immediate Action Required”).

### Key Iterations & Enhancements

**Expanded Notification Banners:** Incorporated icons alongside colour indicators to provide immediate clarity on the urgency and required actions.

**Improved Information Hierarchy:** Adjusted the layout to prioritize critical alerts and data, allowing users to quickly focus on high-impact areas without getting lost in less relevant details.



## Data driven design

Research insights directly informed our design decisions, ensuring the tool was intuitive, trustworthy, and aligned with users' real-world tasks.

**Simplicity and Clarity:** High-priority data is presented in simplified visual formats to reduce cognitive overload. White space is used strategically to focus attention on critical information, ensuring instant interpretability.

**Main Dashboard** We focused on information hierarchy and visual clarity, designing a high-contrast dashboard that highlights data traffic and demand patterns for quick scanning.

**Notification Panel** To ensure immediate visibility of critical alerts, we employed a Red/Amber/Green colour scheme. The panel remains fixed in a prominent position throughout the interface for persistent visibility.

**Detailed Insights** Organised in collapsible panels, it provides granular metrics without cluttering the main interface, enabling tech-savvy users to troubleshoot issues and adjust network parameters effectively.

**Sandbox Testing:** We designed a sandbox that enables users to simulate scenarios using drag-and-drop modules, fostering experimentation in a safe, isolated setting.

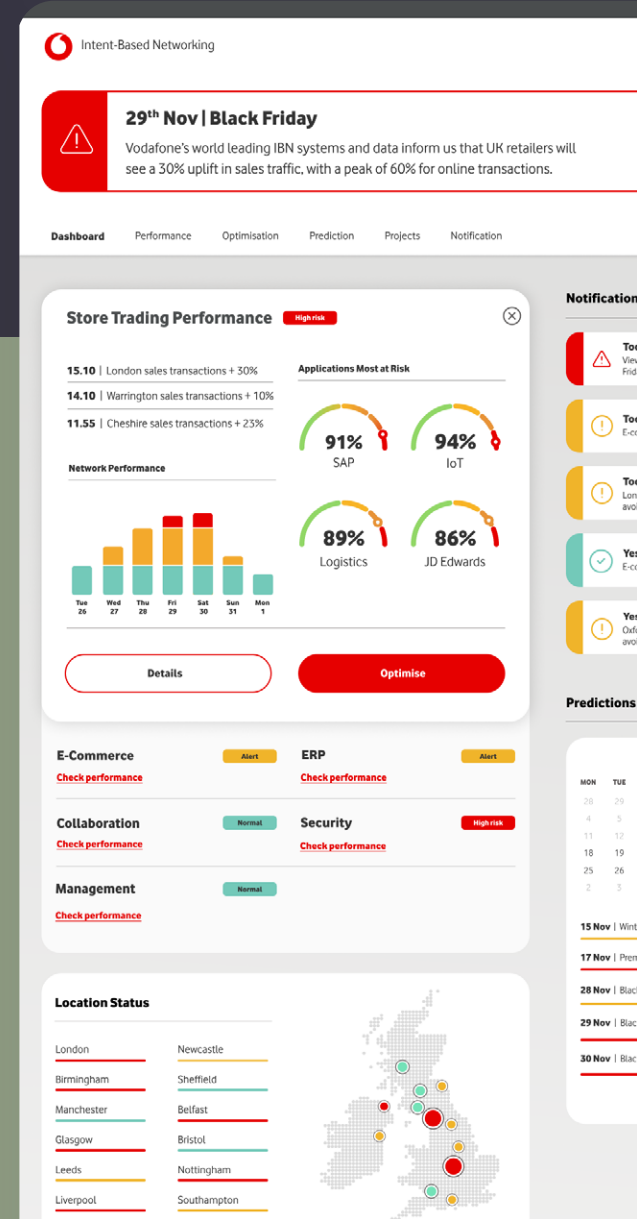
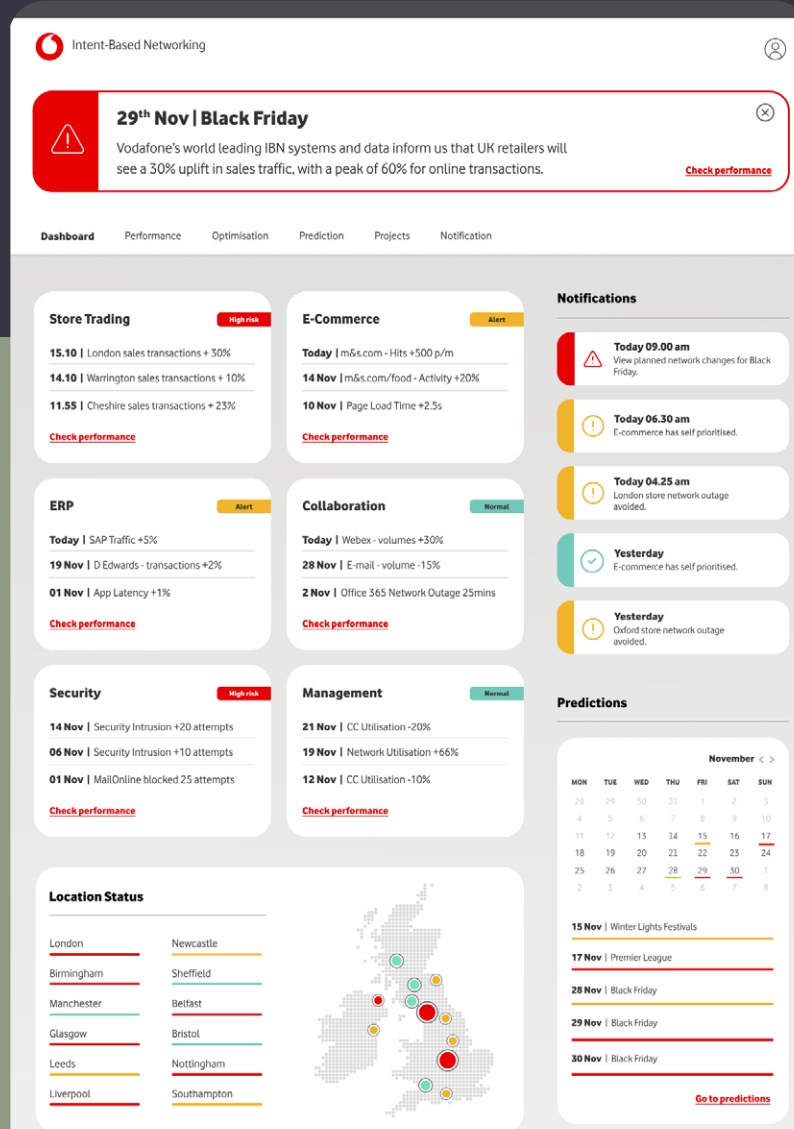


The final product was a user-friendly, data-driven dashboard, balancing transparency and simplicity.

Our response enabled users to be confident in the system capabilities at a glance. A neutral and light colour palette provided a high contrast for the traffic light red, amber, green emergency notification system, creating a distraction free user interface.

## Outcome & Impact

The self-optimizing network tool prototype successfully inspired user confidence and supported Vodafone's mission to handle unpredictable, high-traffic events effortlessly. The solution effectively combined real-time insights with a highly intuitive, user-friendly interface.





### Store Trading Performance

November December January

Applications Most at Risk

- SAP: 91%
- IoT: 94%
- JD Edwards: 86%
- Logistics: 89%

### Network Performance

Optimise

Close

### E-Commerce Performance

November December January

Details

### Collaboration Performance

November December January

Details

### ERP Performance

November December January

Details

### Management Performance

November December January

Details

### Security Performance

November December January

Details

Intent-Based Networking

Dashboard Performance **Optimisation** Prediction Projects Notification

ERP Store Trading E-Commerce Collaboration Security Management

### Store Trading

29 Nov 2019

Selfoptimise

Sandbox

### My Network

Select store

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Intent-Based Networking

Dashboard **Optimisation** Prediction Projects Notification

ERP Store Trading E-Commerce Collaboration Security Management

### Store Trading Optimisation

29 Nov 2019

SAP: 100% to 0%

IoT: 100% to 0%

LOGISTIC: 100% to 0%

JD EDWARDS: 100% to 0%

Based on your current settings the additional cost will be **£345**

Optimise

Cancel

AI SAP IoT Logistic JD Edwards

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Intent-Based Networking

Dashboard Performance Optimization **Prediction** Projects Notification

### November

- 13 Winter Lights Festivals**  
Increased demand for seasonal items like warm clothing, LED lights, and cameras. [Check performance](#)
- 24 Premier League**  
Boost in merchandise sales and food & drink orders before match days. [Check performance](#)
- 29 Black Friday**  
Massive spikes in website traffic, potential platform slowdowns, and increased cart abandonment due to delays. [Check performance](#)

### December

- 2 Cyber Monday**  
Massive spikes in website traffic, potential platform slowdowns, and increased cart abandonment due to delays. [Check performance](#)
- 1-24 Christmas Season**  
Delivery delays due to high order volumes; customer support overwhelmed by inquiries. [Check performance](#)
- 26 Boxing Day**  
High traffic for clearance items; platforms face inventory management and dynamic pricing challenges. [Check performance](#)

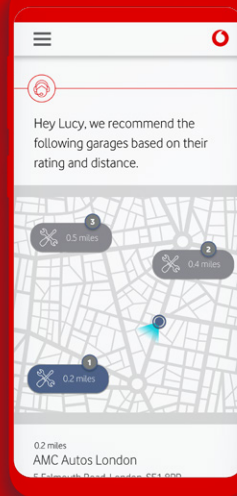
### Location Status

- London
- Newcastle
- Birmingham
- Sheffield
- Manchester
- Belfast
- Glasgow
- Bristol
- Leeds
- Nottingham
- Liverpool
- Southampton

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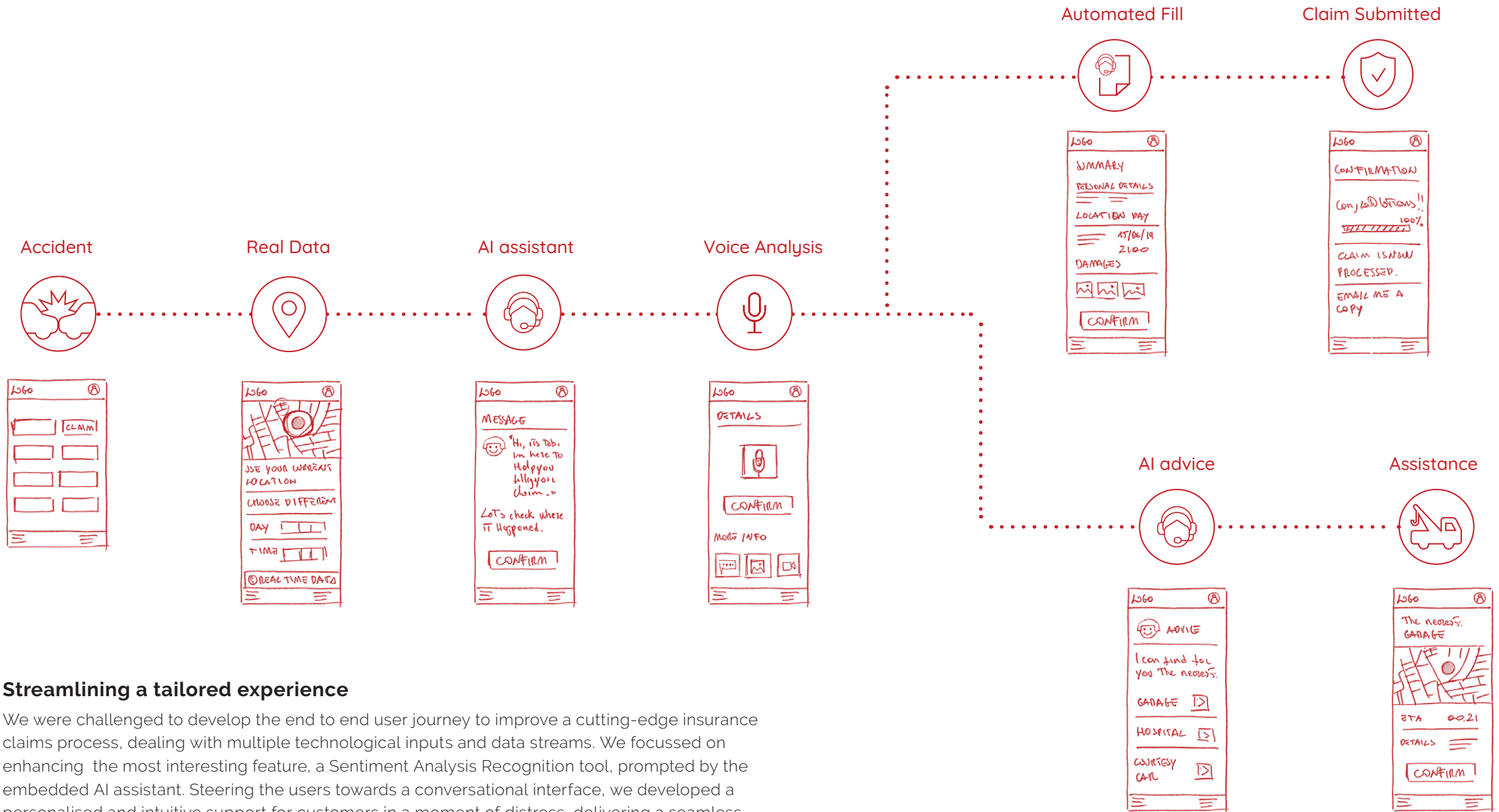
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Vodafone CPS | Mobile App

UX & UI Design

**Smart support  
through smarter  
design**

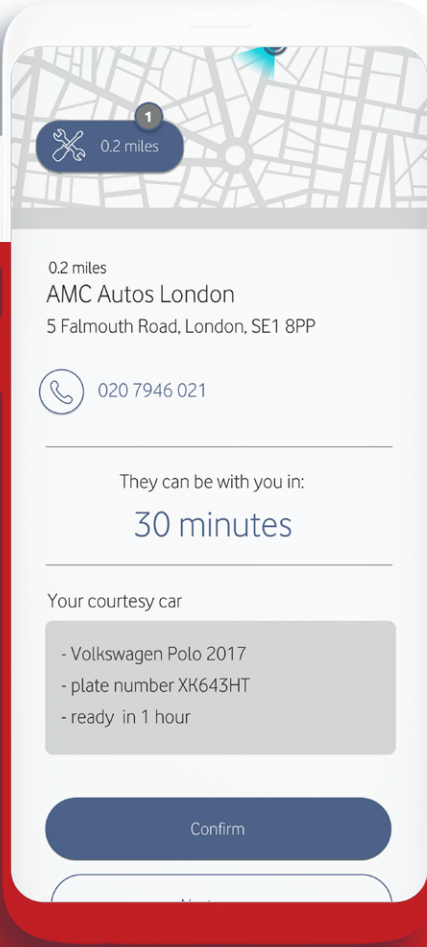
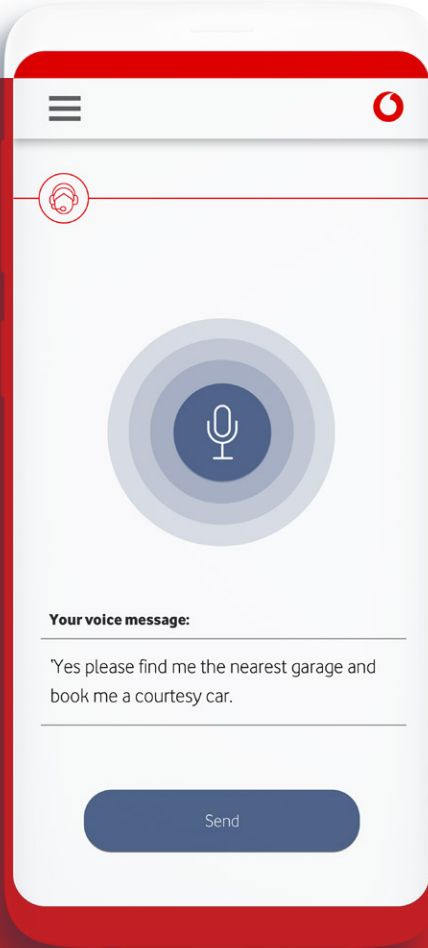
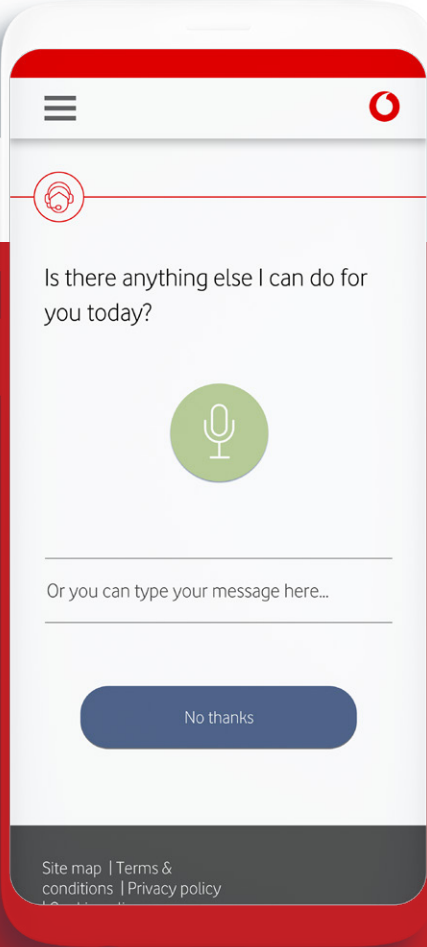


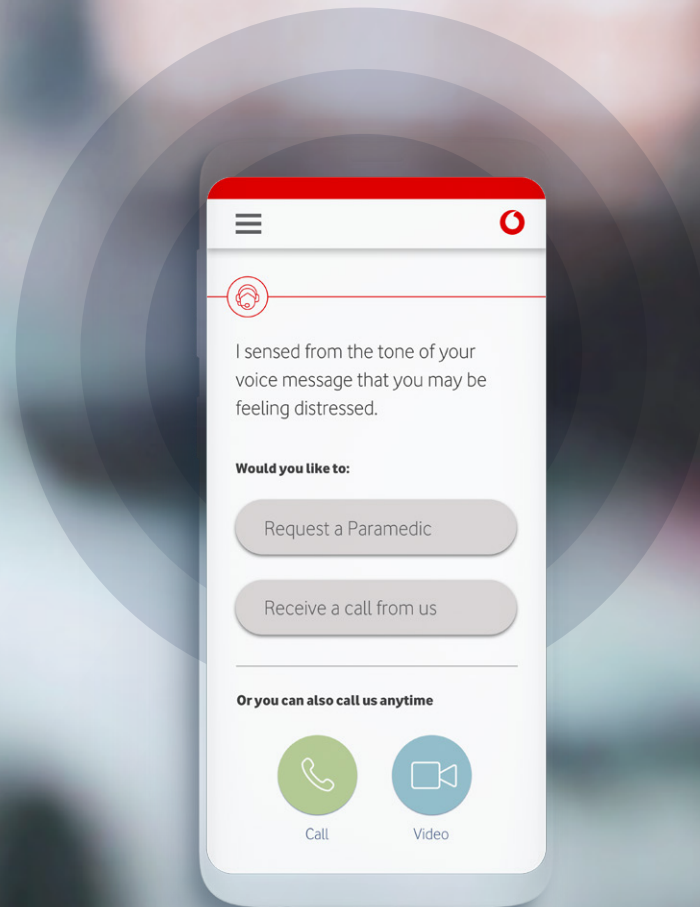
## Streamlining a tailored experience

We were challenged to develop the end to end user journey to improve a cutting-edge insurance claims process, dealing with multiple technological inputs and data streams. We focussed on enhancing the most interesting feature, a Sentiment Analysis Recognition tool, prompted by the embedded AI assistant. Steering the users towards a conversational interface, we developed a personalised and intuitive support for customers in a moment of distress, delivering a seamless experience to complete the claims process.

### Perceptive and thoughtful design

We approached the design to reflect the need for minimal user interaction and distraction at a time of high stress. A pared back, minimal design ethic set the tone for quick and easy decision making, keeping the users' heightened emotional state at the heart of the visual experience.



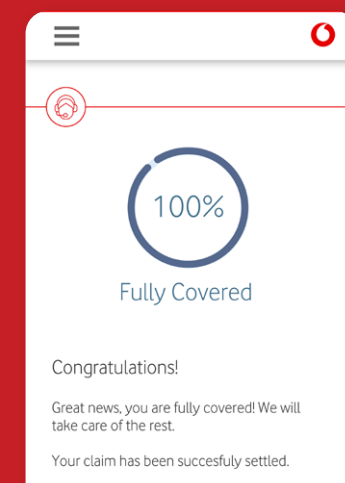
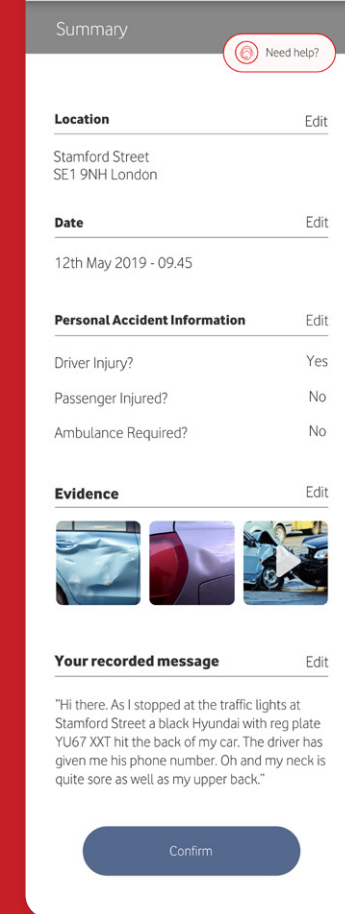
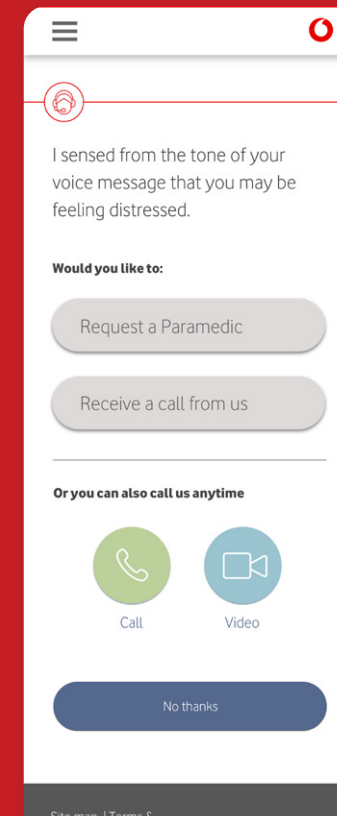
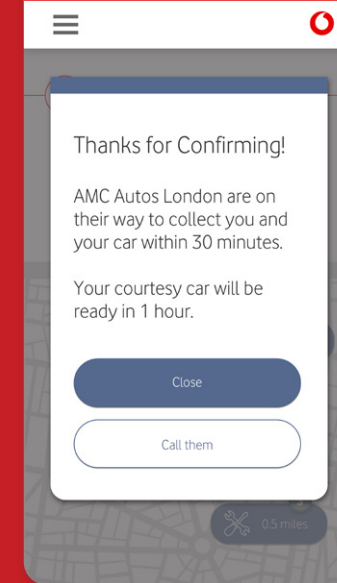
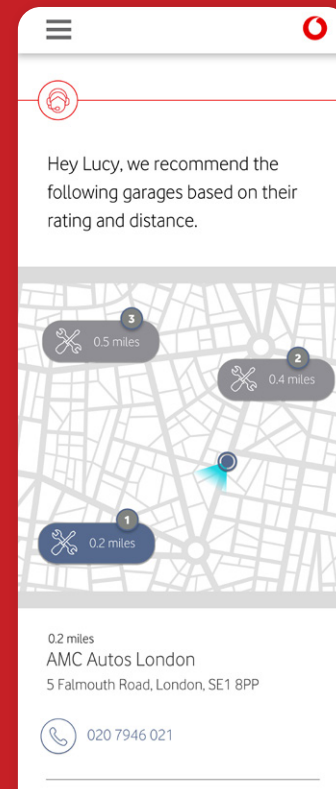
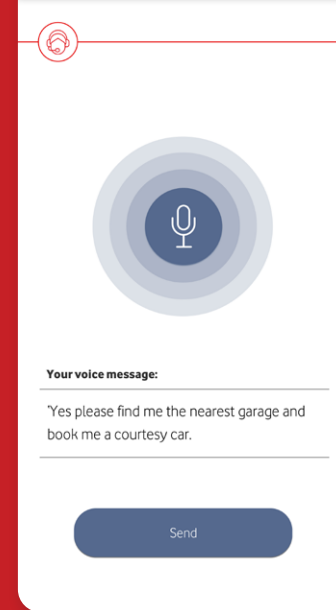
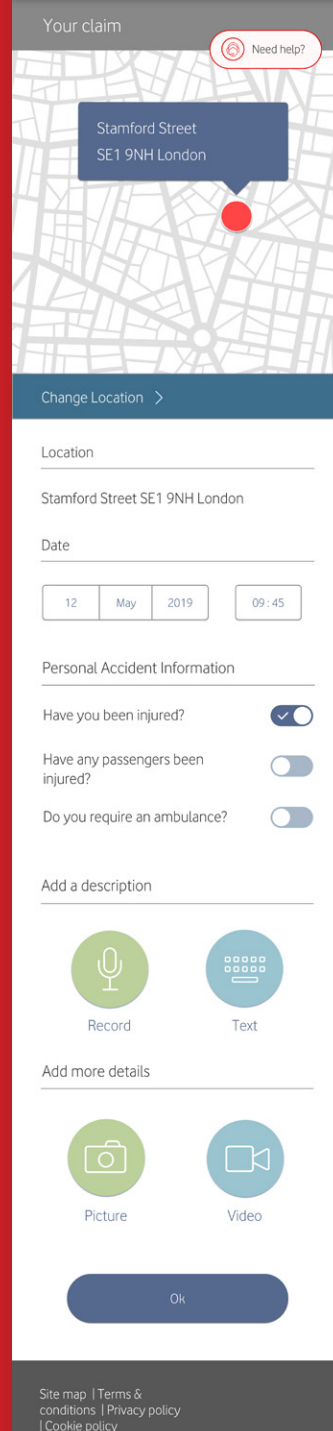
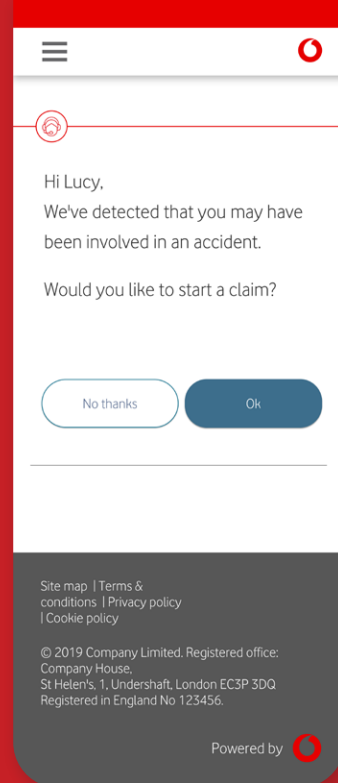


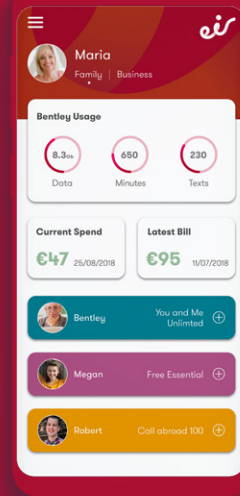
### Virtual assistance for personalised support

Optimised for voice recognition, the tool offered a perfect tailored solution by detecting stress inflections and prompting the right support to the users, looking after them precisely when they need it, enhancing their app experience.

## Visualising the end to end journey

Keeping users and their needs front of mind, we mapped out the whole process. The clear and light typography and elements, combined with the brand complementary colours, ensured an effortless journey through each screen.

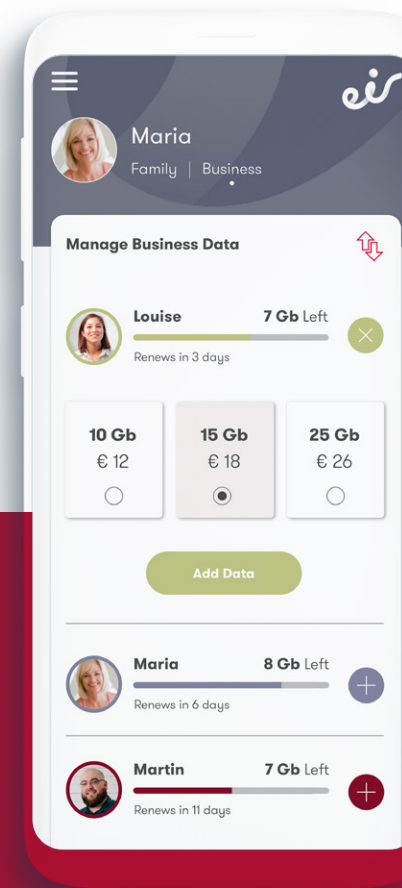
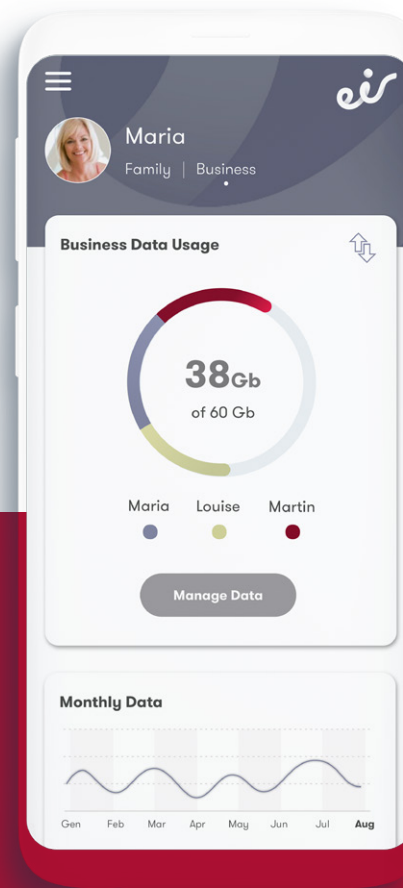
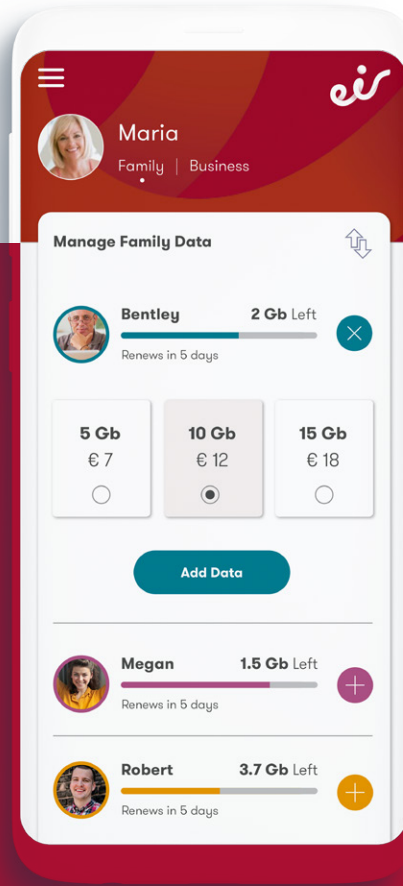
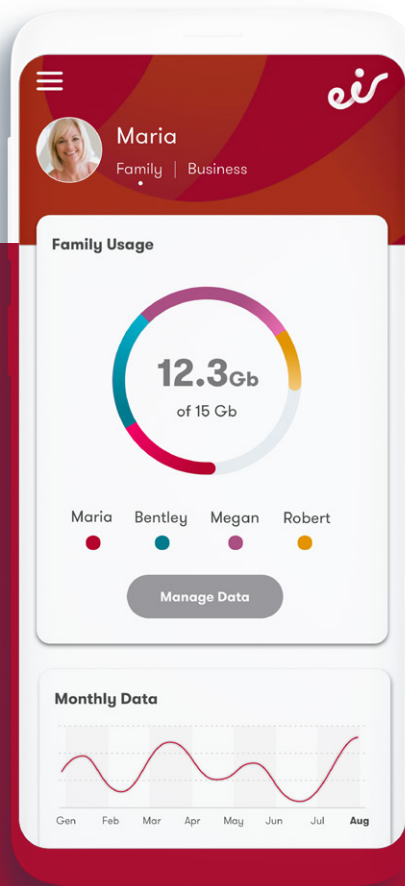




Eir | Mobile App

UI Design

**Comfortable  
switching between  
Family and Business  
account**



## Multi profiles manager

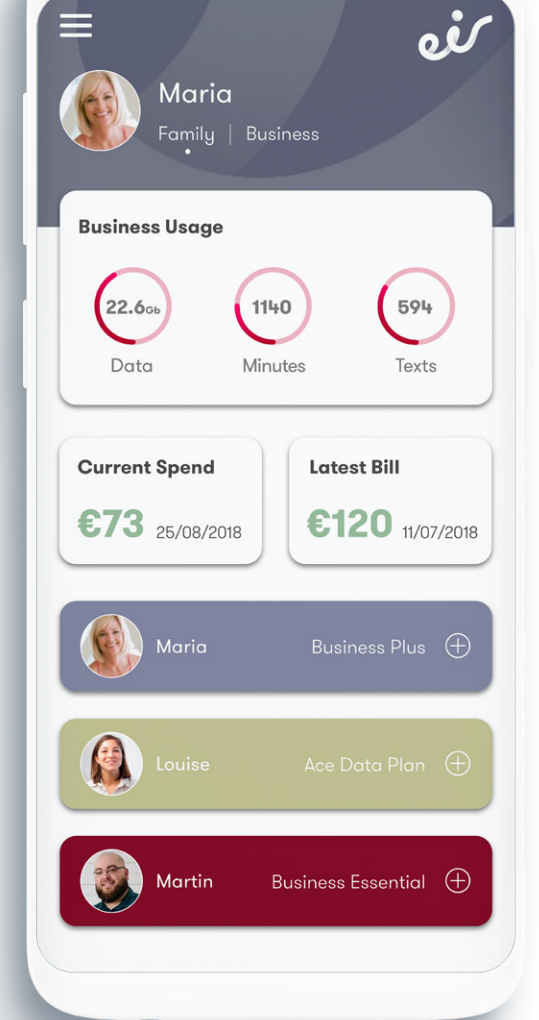
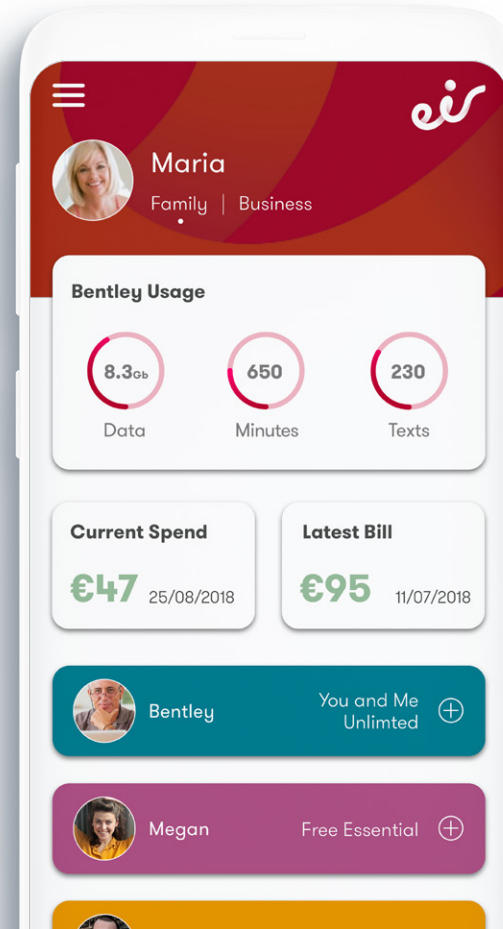
Ireland's biggest telecoms company needed an app to unify and improve the users experience for customers with both family and business plans. Working collaboratively with the client, we directed the workflow and the design consideration, providing a solution with a clear path for the account holder to effortlessly switch and manage two different profiles.

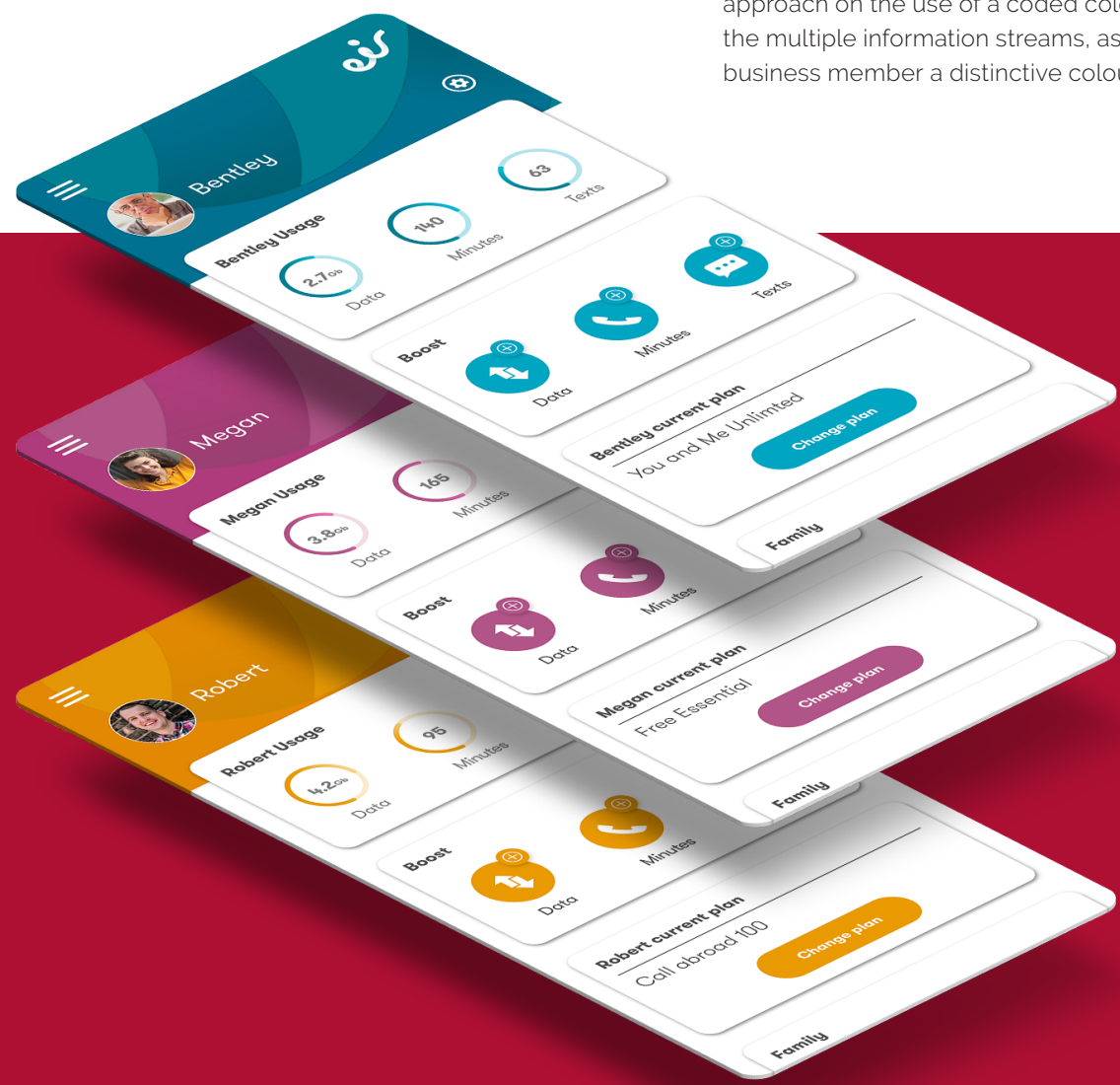
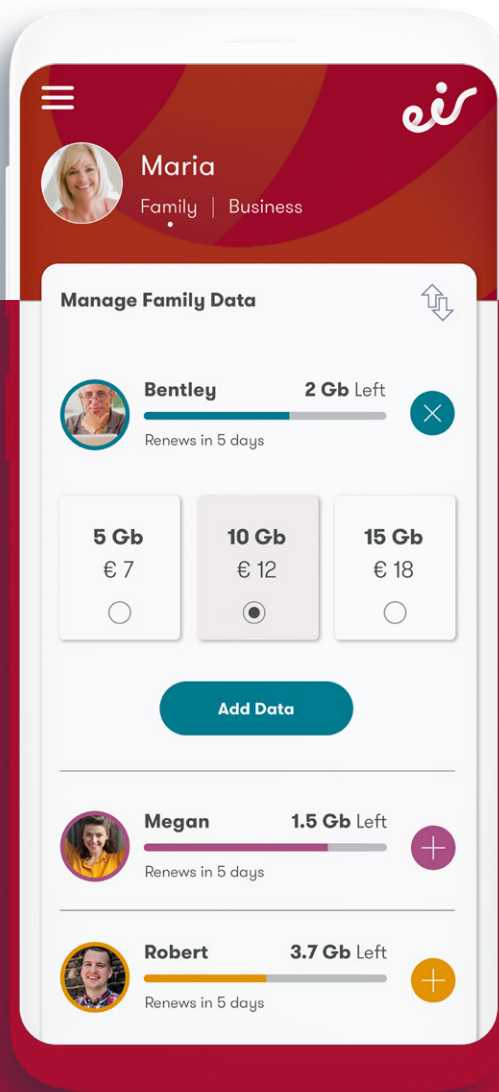




## A merged antithetical solution

To help users to feel more in control managing their profiles, we adopted a twin user interface design for both Family and Business account. This made it easy to find the several features, displayed always in the same position between the two interfaces, highlighting the benefits for the customer's accounts to be housed in one location.





### Colour coded management

After many explorations and iterations, analysing every possible combination of profiles, users and plans, we based our design approach on the use of a coded colour system, to better identify the multiple information streams, assigning to each family and business member a distinctive colour.

THANK YOU

**Alessandro Mazzetti**

54A FOUNTAYNE ROAD | N16 7DT | LONDON

07806 653 644

[ale@alessandromazzetti.co.uk](mailto:ale@alessandromazzetti.co.uk)

[alessandromazzetti.co.uk](http://alessandromazzetti.co.uk)