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UX Case Study

E-shop - Fiber product for a telecom company : Net.Com

The Problem

The fiber optic technology has been in our lives for a while now. It eases the communication and the transmission of information and it becomes more and more indispensable, especially in the business world. But have you ever thought how much has fiber optic impacted our lives over time? Companies don't have enough time to take care about the Internet access and corruption that can risk their business. Add to that they don't have time to visit telecom companies to browse offers and check if the fiber can be well transmitted to that area.

The Soluion

A web and mobile application which guides users to buy and install their best fiber options online with symmetrical and guaranteed very high speed performance, Continuity, Quality of service and professional support

My Role

My role involved in this project is as follows :

Design Strategy
User Resarch
User Personas
Journey Maps
Wireframing
Prototyping
Interactive Prototype

Design Strategy

This phase to set boundries to the broad aspect of the problem and to shape the goals of the project

Business goals

Effective planning Resource
Superior Pro shoping Experience

Branding goals

User Centered Approach
Custom Packages

Target Users

Professional people
Companies
Streamers & Gamers

Cross Channels

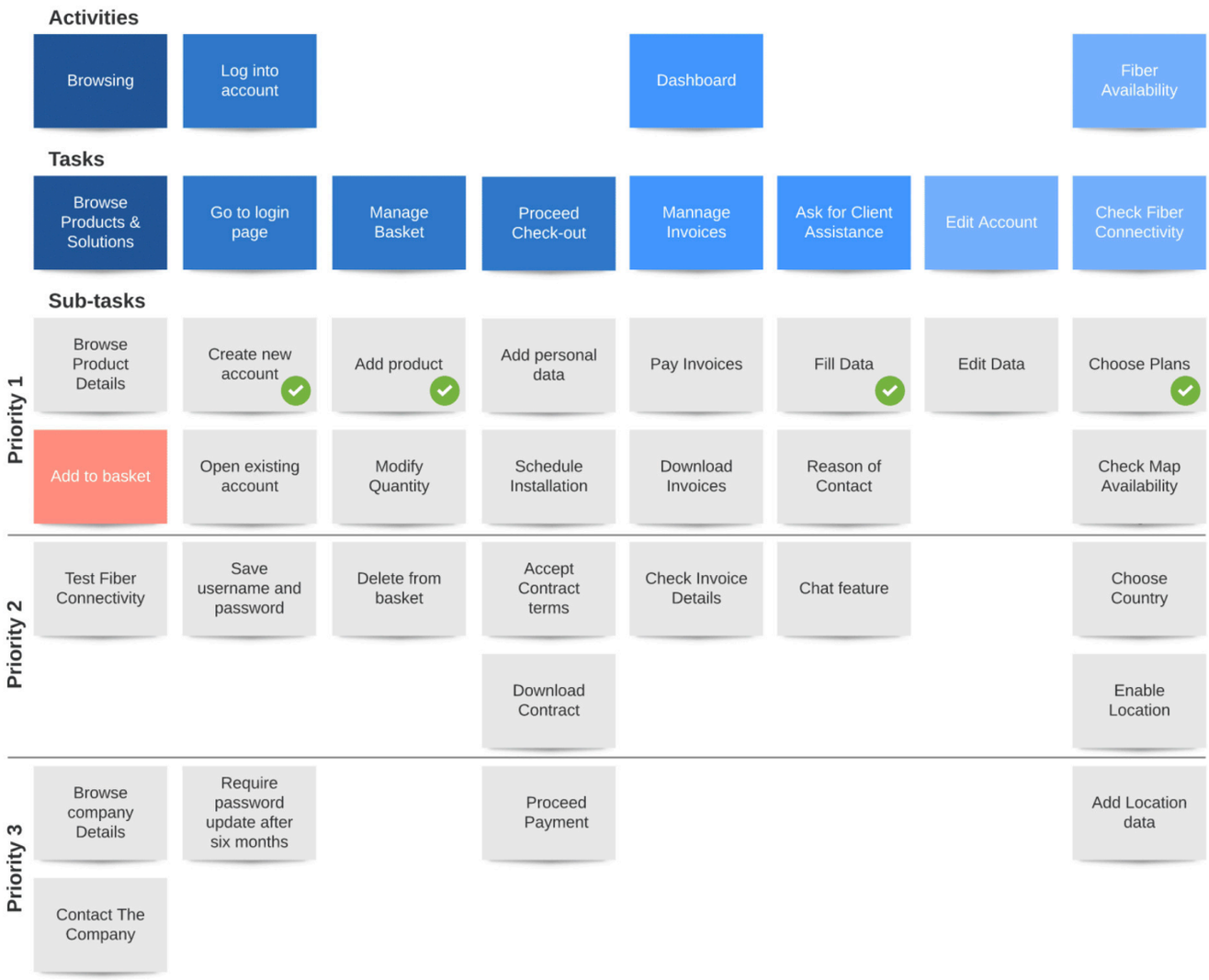
Web
Mobile

Personas

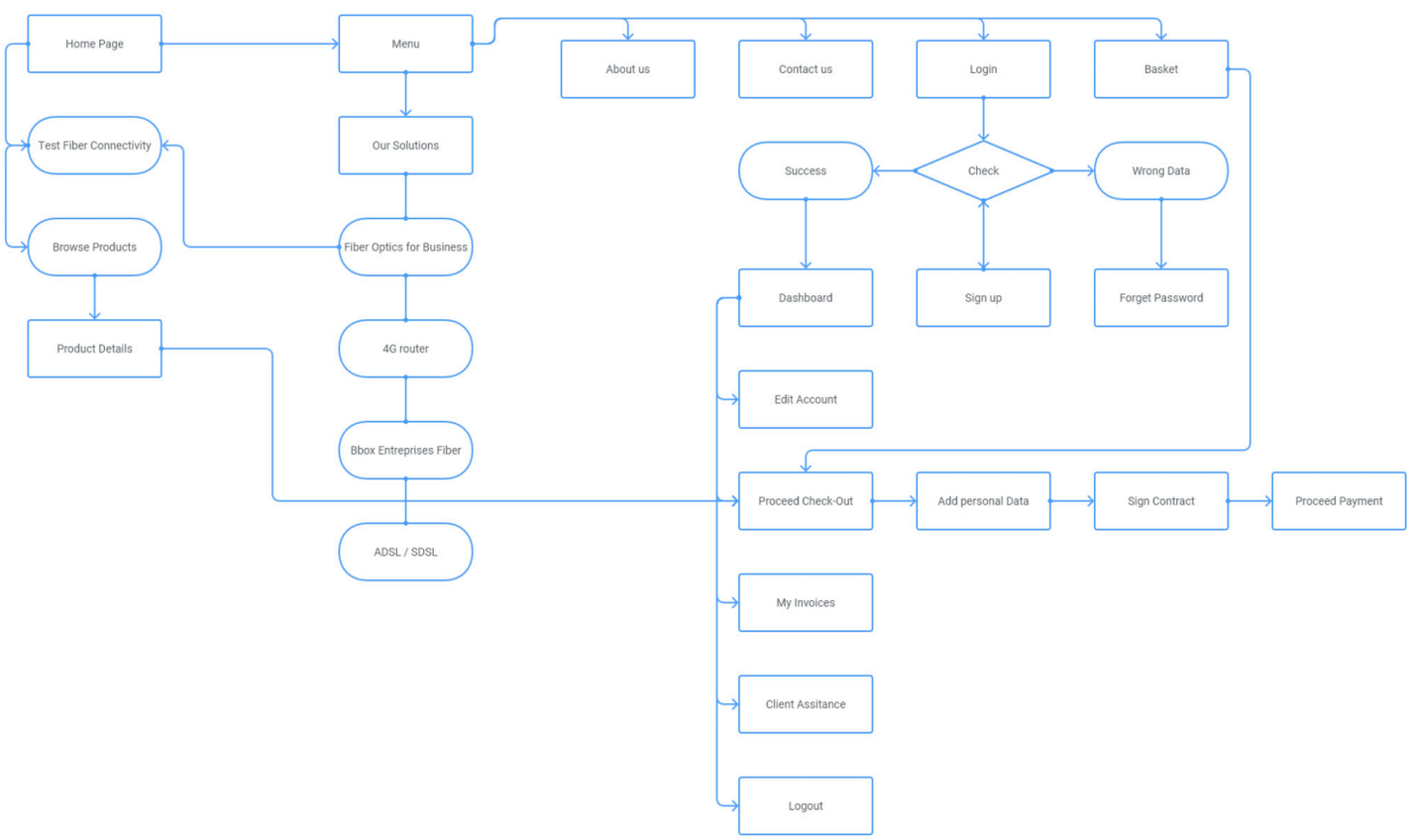
David
Doe
ABOUT
Age 25-34
New York
Chief Technical Officer
BIO
Degree on computer science & Data engineering, loves his career, Ninja Coder Youtuber, and Live Streamer, Coaching on development and business.
WANTES & NEEDS
. Huge Data transferring, Cloud savings and daily uploads
. 1080p and full Frame YouTube Live Stream
TECH
Internet
Social Media
Gaming
Streaming
FAVOURITE BRANDS
FRUSTRATIONS
. Waiting data upload to achieve other tasks. Time wasting.
.ADSL 40 MGBP is not a big deal, Stream corruption.

Yanick
Miller
ABOUT
Age 47-52
New York
Founder & CEO Business Academy
BIO
Master in Business Development, Business consultant, Loves reading books and mentoring young entrepreneurs through Live Workshop sessions.
WANTES & NEEDS
. Huge Data transferring, Cloud savings and daily uploads
. 1080p and full Frame YouTube Live Stream
TECH
Internet
Social Media
E-books
Early Adopter
FAVOURITE BRANDS
FRUSTRATIONS
. Waiting data upload to achieve other tasks. Time wasting.
.ADSL 40 MGBP is not a big deal, Stream corruption.

User Journey



User Flow



Design Phase

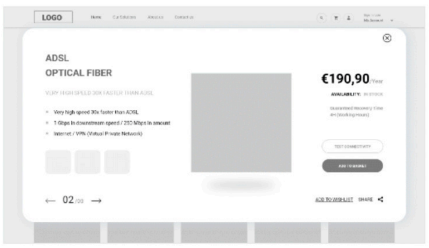
How might our website look like ?

Making **low fidelity wireframes** helped us to see the core structure and the flow of the Website. As it is fast to prepare and also are easy to iterate the design process for better results

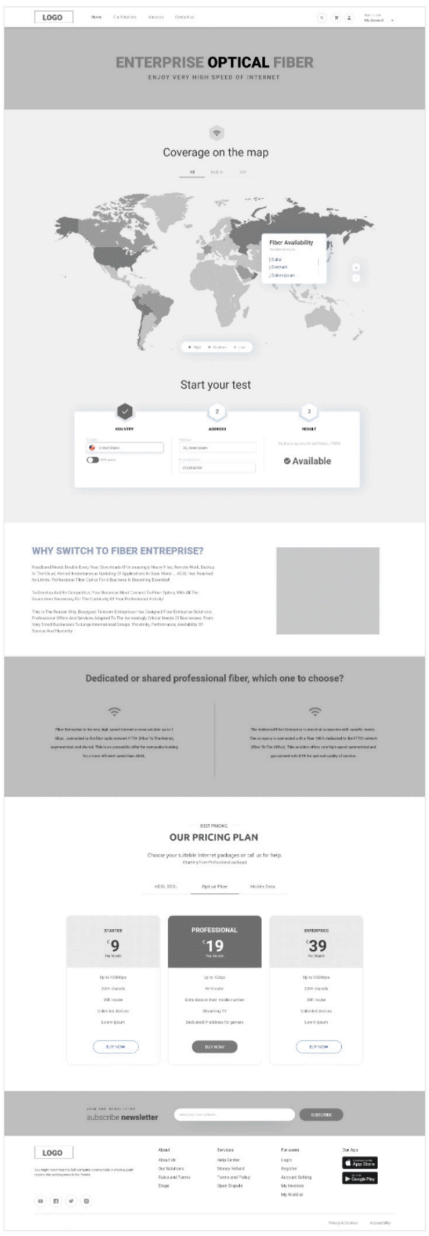
Low Fidelity Wirerframes :

1 Home page

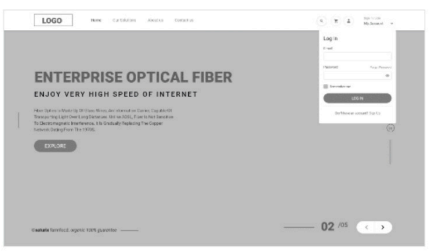
2 popup_product details



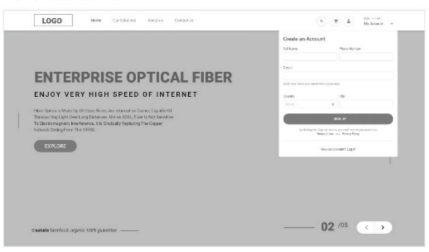
3 Optical Fiber Connectivity page



4 popup_login

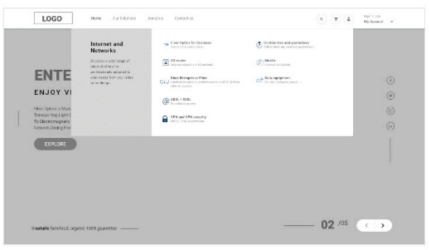


5 popup_sign up

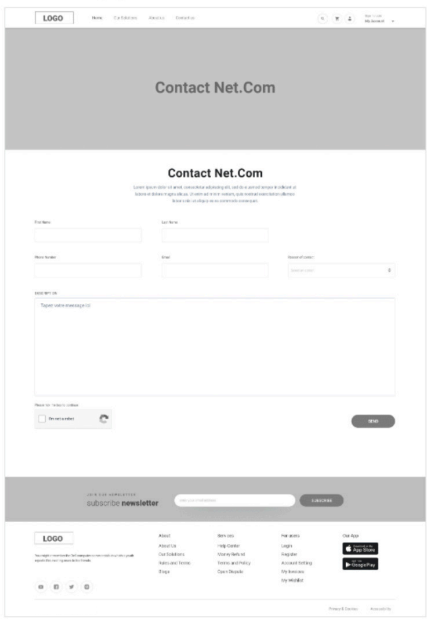


6 popup_basket

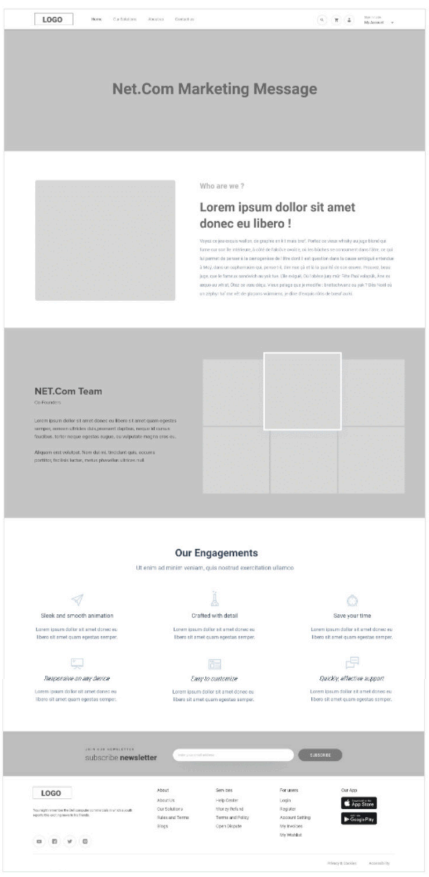
7 popup_our solutions



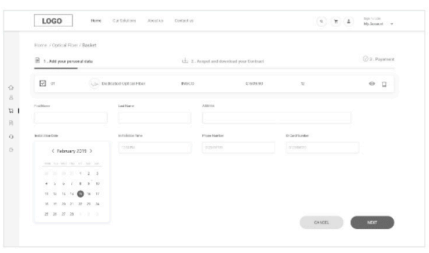
8 contact us page



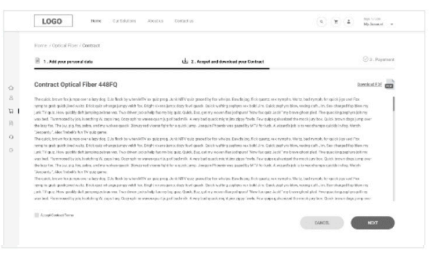
9 About us page



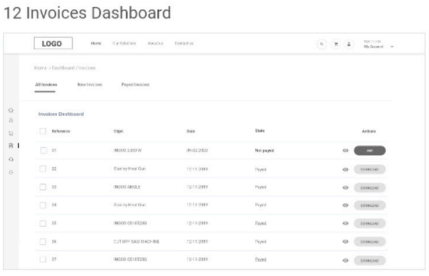
10 Basket Dashboard



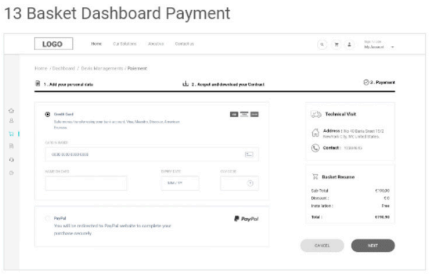
11 Basket Dashboard Contract



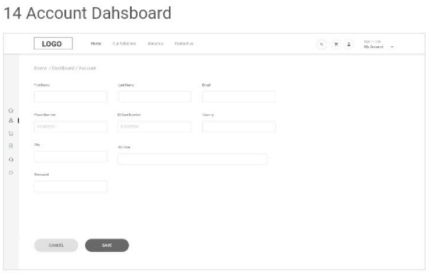
12 Invoices Dashboard



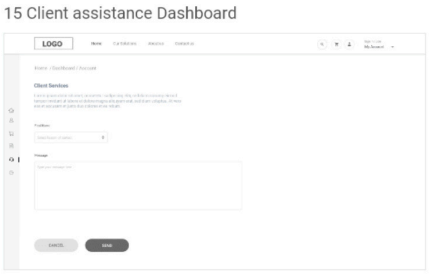
13 Basket Dashboard Payment



14 Account Dahsboard



15 Client assistance Dashboard



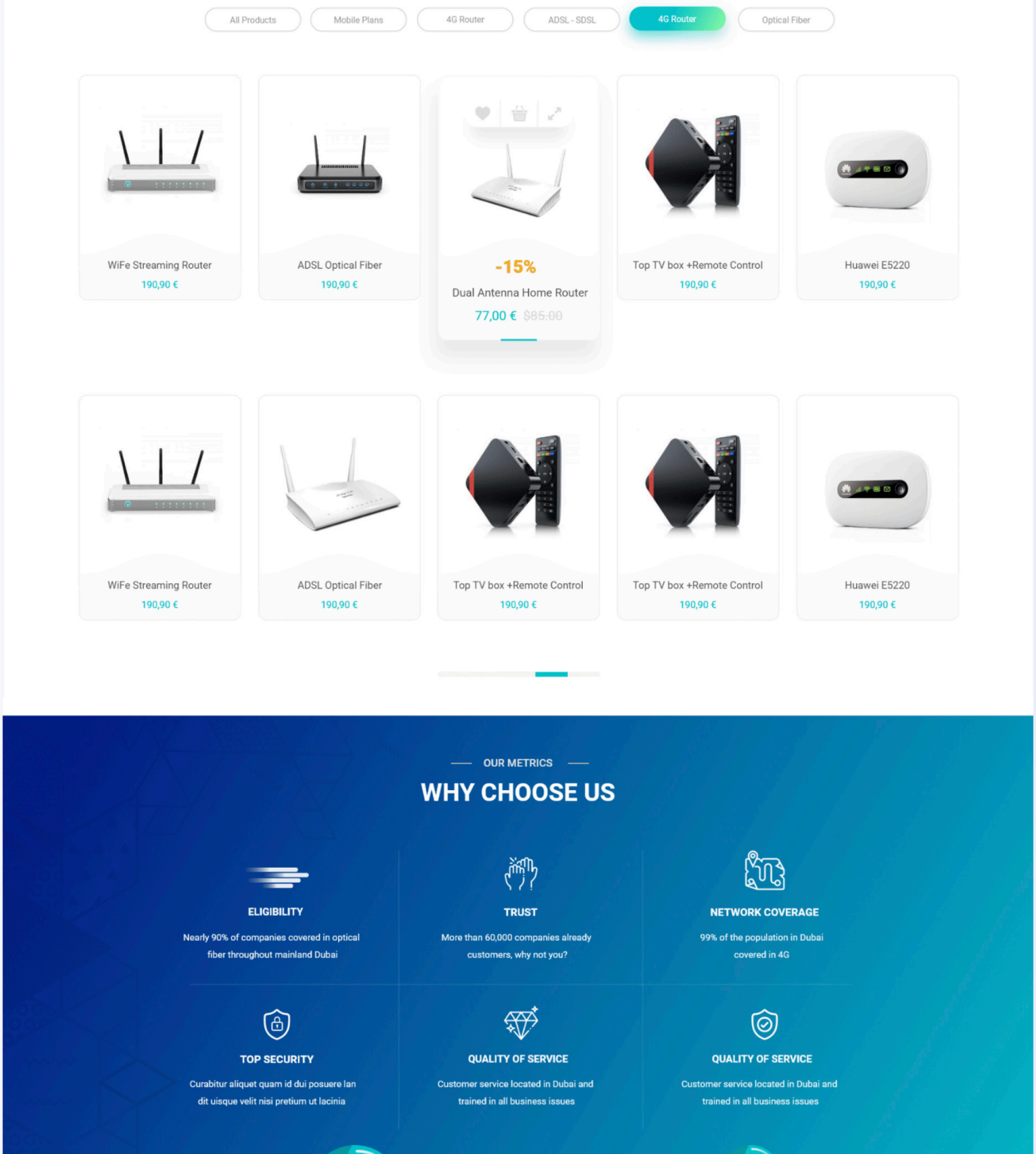
Colors & Typography

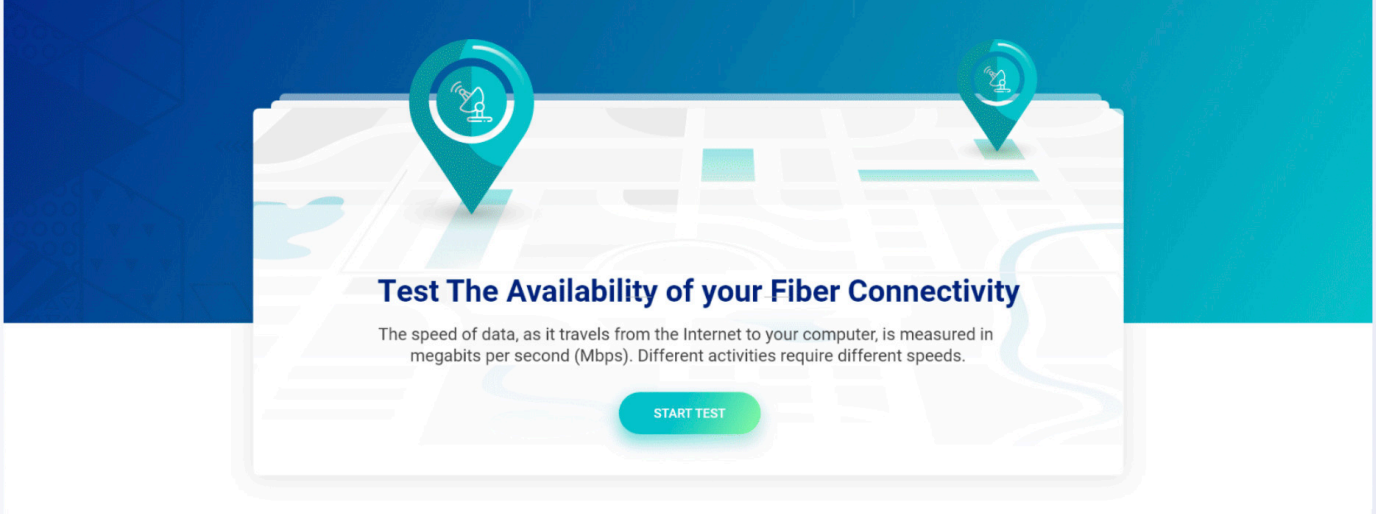
#04C3CB #041C85 #525252 #000000 Gradient Gradient

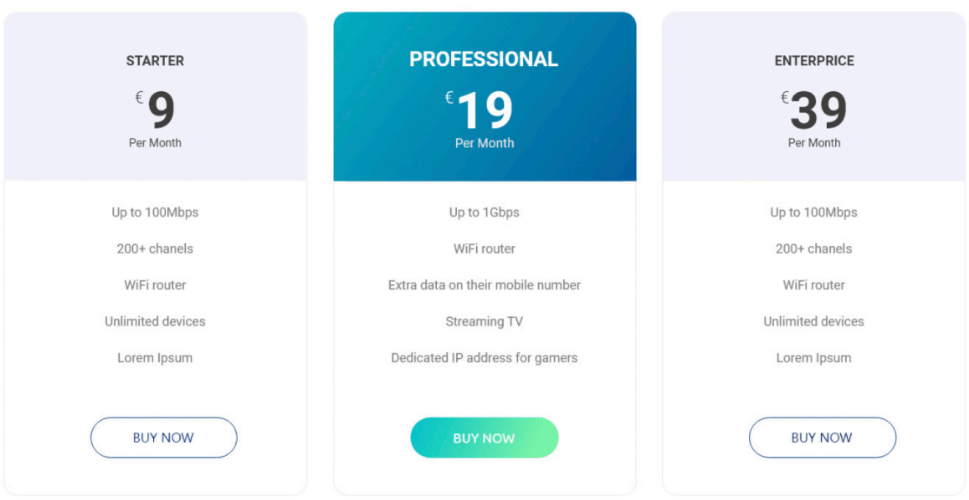
Roboto

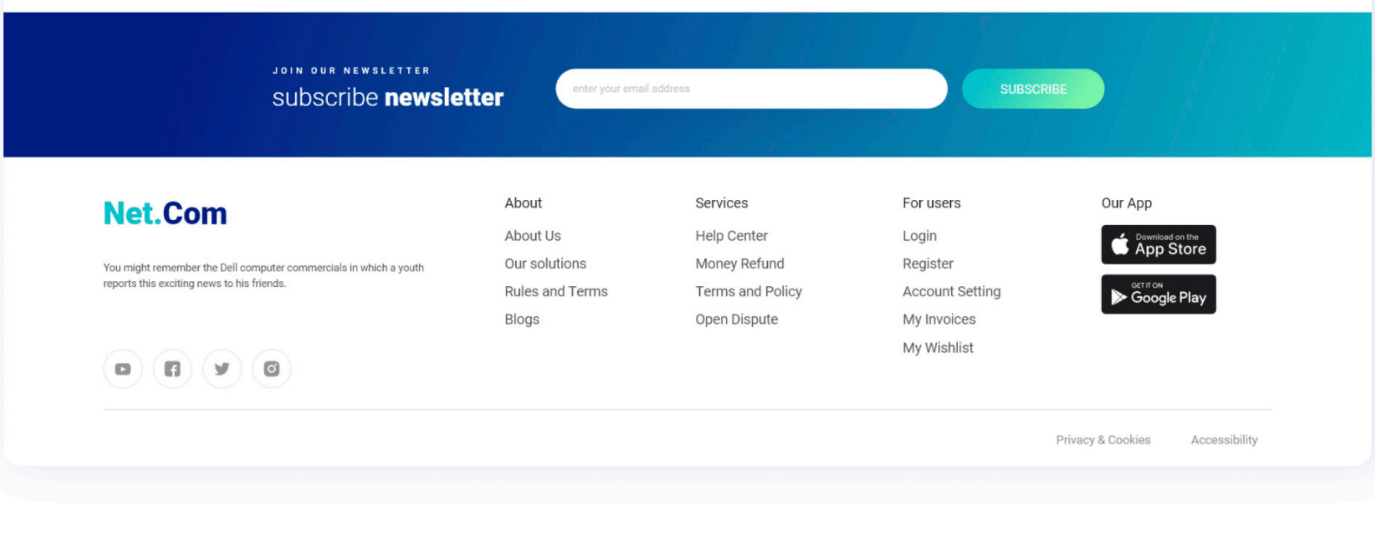
Regular | **Medium** | **Bold**

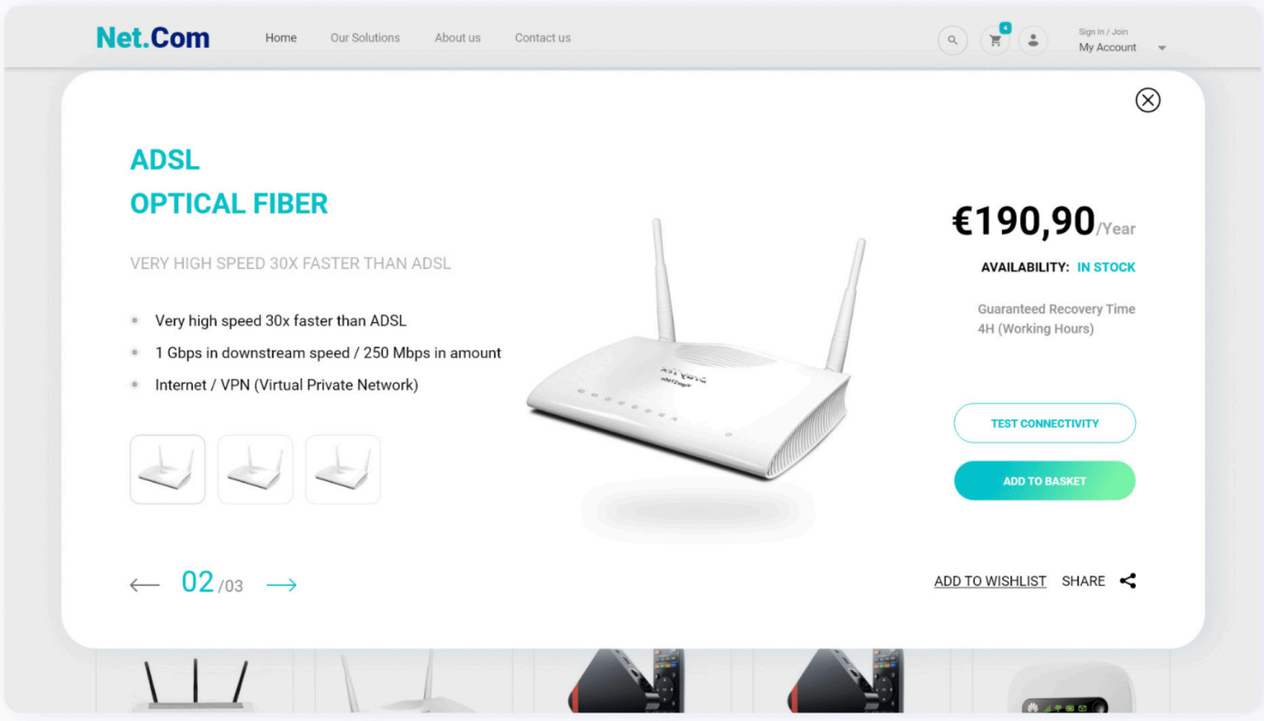
Prototype







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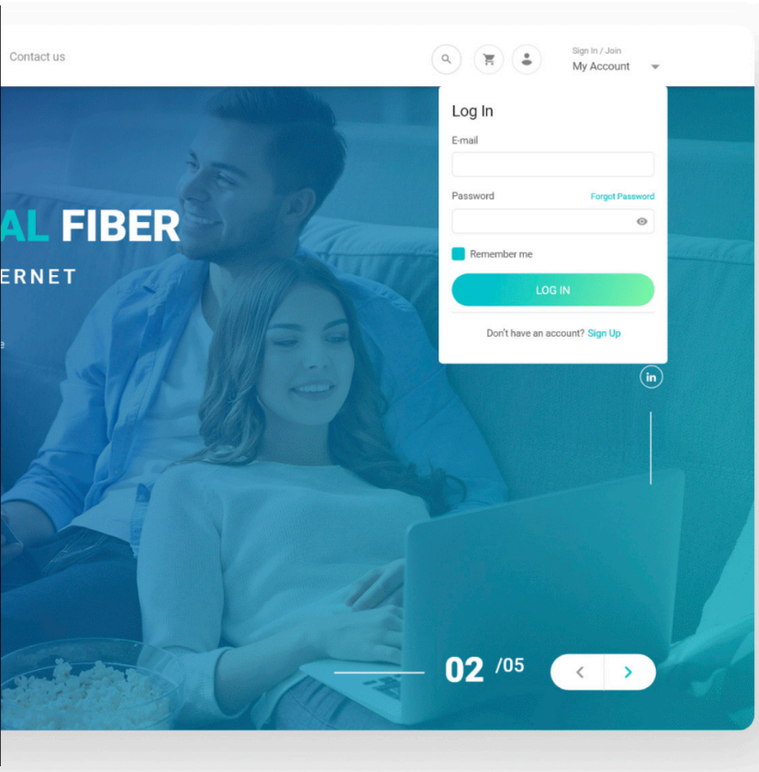
VERY HIGH SPEED 30X FASTER THAN ADSL
Very high speed 30x faster than ADSL
1 Gbps in downstream speed / 250 Mbps in amount
Internet / VPN (Virtual Private Network)
€190,90/Year
AVAILABILITY: IN STOCK
Guaranteed Recovery Time
4H (Working Hours)
TEST CONNECTIVITY
ADD TO BASKET
02/03
ADD TO WISHLIST
SHARE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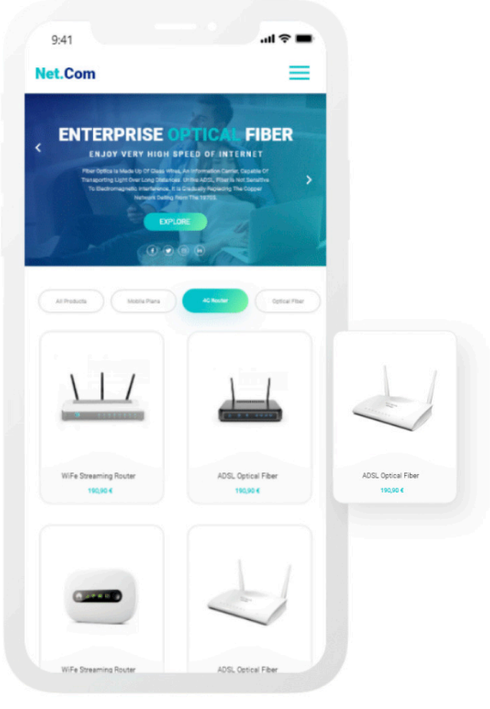
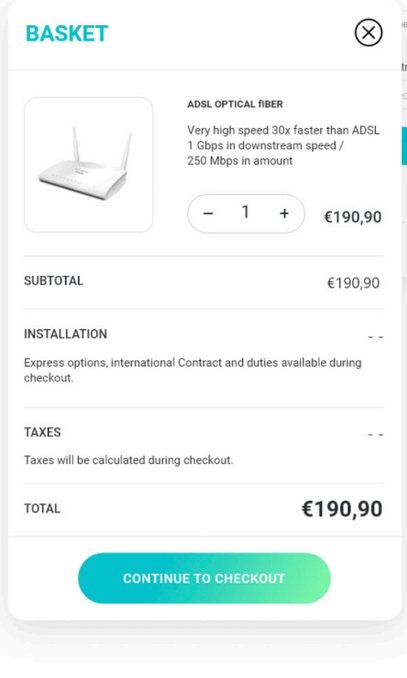
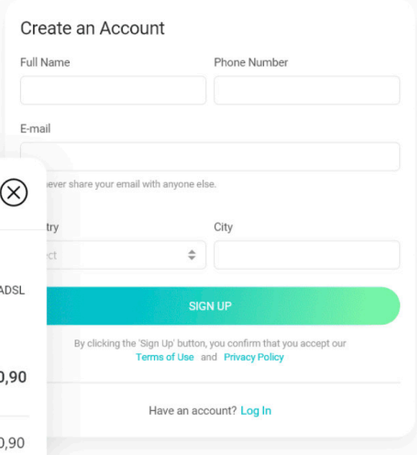
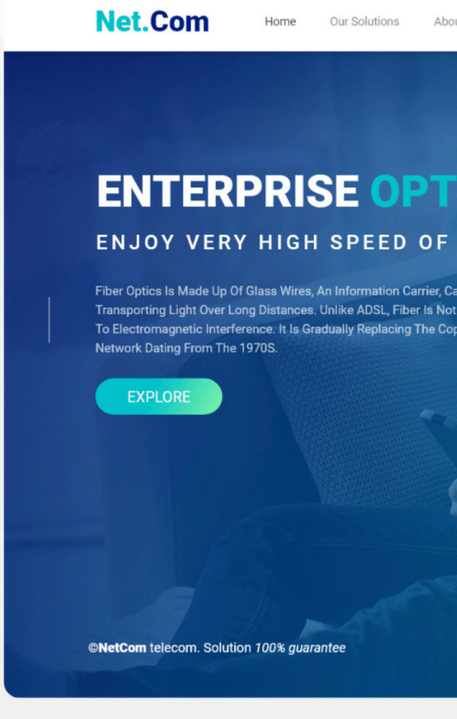
E-mail
Password
Forgot Password
Remember me
LOG IN
Don't have an account? Sign Up
02 /05


9:41
Net.Com
ENTERPRISE OPTICAL FIBER
ENJOY VERY HIGH SPEED OF INTERNET
EXPLORE


BASKET
ADSL OPTICAL fiBER
Very high speed 30x faster than ADSL
1 Gbps in downstream speed /
250 Mbps in amount
1
€190,90
SUBTOTAL
€190,90
INSTALLATION
Express options, international Contract and duties available during checkout.
TAXES
Taxes will be calculated during checkout.
TOTAL
€190,90
CONTINUE TO CHECKOUT


Create an Account
Full Name
Phone Number
E-mail
City
SIGN UP
By clicking the 'Sign Up' button, you confirm that you accept our
Terms of Use and Privacy Policy
Have an account? Log In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Fiber Optics Is Made Up Of Glass Wires, An Information Carrier, Ca
Transporting Light Over Long Distances. Unlike ADSL, Fiber Is Not
To Electromagnetic Interference. It Is Gradually Replacing The Cop
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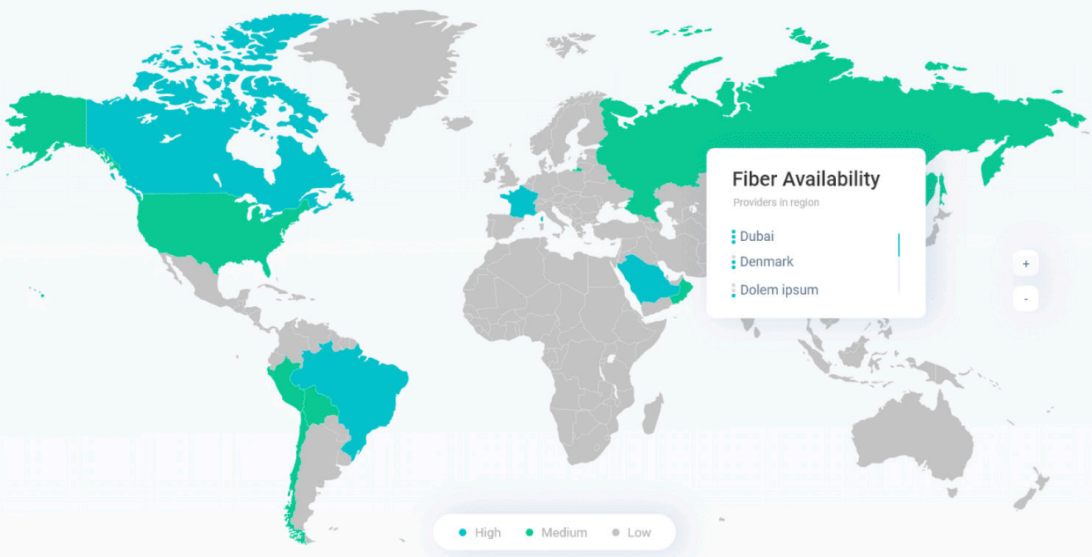
Coverage on the map

All | Mobile | WiFi



Start your test

1	2	3
COUNTRY	ADDRESS	RESULT
Country: United States	Address: 36, lorem ipsum	36, lorem ipsum, United States, 75000
GPS acess	Phone Number: 0123456789	Available

WHY SWITCH TO FIBER ENTREPRISE?

Roadband Needs Double Every Year: Downloads Of Increasingly Heavy Files, Remote Work, Backup In The Cloud, Almost Instantaneous Updating Of Applications In Saas Mode ... ADSL Has Reached Its Limits. Professional Fiber Optics For A Business Is Becoming Essential!

To Develop And Be Competitive, Your Business Must Connect To Fiber Optics; With All The Guarantees Necessary For The Continuity Of Your Professional Activity!

This Is The Reason Why, Bouygues Telecom Entreprises Has Designed Fiber Entreprise Solutions: Professional Offers And Services Adapted To The Increasingly Critical Needs Of Businesses, From Very Small Businesses To Large International Groups: Proximity, Performance, Availability Of Service And Flexibility

Dedicated or shared professional fiber, which one to choose?

Fiber Entreprise is the very high speed Internet access solution up to 1 Gbps , connected to the fiber optic network FTTH (Fiber To The Home), asymmetrical and shared. This is an accessible offer for companies looking for a more efficient speed than ADSL.

The dedicated Fiber Entreprise is aimed at companies with specific needs. The company is connected with a fiber 100% dedicated to the FTTO network (Fiber To The Office). This solution offers very high speed symmetrical and guaranteed with GTR for optimal quality of service.

BEST PRICING

OUR PRICING PLAN

Choose your suitable Internet packages or call us for help.
(Starting from Professional package)

ADSL SDSL | Optical Fiber | Mobile Data

STARTER	PROFESSIONAL	ENTERPRICE
€ 9 Per Month	€ 19 Per Month	€ 39 Per Month
Up to 100Mbps	Up to 1Gbps	Up to 100Mbps
200+ chanels	WiFi router	200+ chanels
WiFi router	Extra data on their mobile number	WiFi router
Unlimited devices	Streaming TV	Unlimited devices
Lorem Ipsum	Dedicated IP address for gamers	Lorem Ipsum
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01	Dedicated Optical Fiber	INGCO	€ 609.90	12	

First Name | Last Name | Address

Installation Date | Installation Time | Phone Number | ID Card Number

February 2019

Mon	Tus	Wed	Thu	Fri	Sat	Sun
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	1	2	3

12:30 PM | 0123456789 | 0123456789

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Contract Optical Fiber 448FQ

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The quick, brown fox jumps over a lazy dog. DJs flock by when MTV ax quiz prog. Junk MTV quiz graced by fox whelps. Bawds jog, flick quartz, vex nymphs. Waltz, bad nymph, for quick jigs vex! Fox nymphs grab quick-jived waltz. Brick quiz whangs jumpy veldt fox. Bright vixens jump; dozy fowl quack. Quick wafting zephyrs vex bold Jim. Quick zephyrs blow, vexing daft Jim. Sex-charged fop blew my junk TV quiz. How quickly daft jumping zebras vex. Two driven jocks help fax my big quiz. Quick, Baz, get my woven flax jodhpurs! "Now fax quiz Jack!" my brave ghost pled. Five quacking zephyrs jolt my wax bed. Flummoxed by job, kvetching W. zaps Iraq. Cozy sphinx waves quart jug of bad milk. A very bad quack might jinx zippy fowls. Few quips galvanized the mock jury box. Quick brown dogs jump over the lazy fox. The jay, pig, fox, zebra, and my wolves quack! Blowzy red vixens fight for a quick jump. Joaquin Phoenix was gazed by MTV for luck. A wizard's job is to vex chumps quickly in fog. Watch "Jeopardy!", Alex Trebek's fun TV quiz game.

The quick, brown fox jumps over a lazy dog. DJs flock by when MTV ax quiz prog. Junk MTV quiz graced by fox whelps. Bawds jog, flick quartz, vex nymphs. Waltz, bad nymph, for quick jigs vex! Fox nymphs grab quick-jived waltz. Brick quiz whangs jumpy veldt fox. Bright vixens jump; dozy fowl quack. Quick wafting zephyrs vex bold Jim. Quick zephyrs blow, vexing daft Jim. Sex-charged fop blew my junk TV quiz. How quickly daft jumping zebras vex. Two driven jocks help fax my big quiz. Quick, Baz, get my woven flax jodhpurs! "Now fax quiz Jack!" my brave ghost pled. Five quacking zephyrs jolt my wax bed. Flummoxed by job, kvetching W. zaps Iraq. Cozy sphinx waves quart jug of bad milk. A very bad quack might jinx zippy fowls. Few quips galvanized the mock jury box. Quick brown dogs jump over the lazy fox. The jay, pig, fox, zebra, and my wolves quack! Blowzy red vixens fight for a quick jump. Joaquin Phoenix was gazed by MTV for luck. A wizard's job is to vex chumps quickly in fog. Watch "Jeopardy!", Alex Trebek's fun TV quiz game.

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Accept Contract Terms

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Credit Card

Safe money transfer using your bank account. Visa, Maestro, Discover, American Express.

CARD NUMBER

0000 0000 0000 0000

NAME ON CARD | EXPIRY DATE | CVV CODE

MM / YY

PayPal

You will be redirected to PayPal website to complete your purchase securely.

Technical Visit

Address : No 40 Baria Sreet 15/2 NewYork City, NY, United States.

Contact : 12334645

Basket Resume

Sub-Total	€190,90
Discount :	€ 0
Installation :	Free
Total :	**€190,90**

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Home / Dashboard / Invoices

All Invoices | New Invoices | Payed Invoices

Invoices Dashboard

Reference	Objet	Date	State	Actions
01	INGCO 2000 W	09-02-2020	Not payed	PAY
02	Stanley Heat Gun	12-11-2019	Payed	DOWNLOAD
03	INGCO ANGLE	12-11-2019	Payed	DOWNLOAD
04	Stanley Heat Gun	12-11-2019	Payed	DOWNLOAD
05	INGCO CS18528S	12-11-2019	Payed	DOWNLOAD
06	CUT OFF SAW MACHINE	12-11-2019	Payed	DOWNLOAD
07	INGCO CS18528S	12-11-2019	Payed	DOWNLOAD