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# Usability Testing: Vodafone Application(Android and iOS)

This Review is based on –

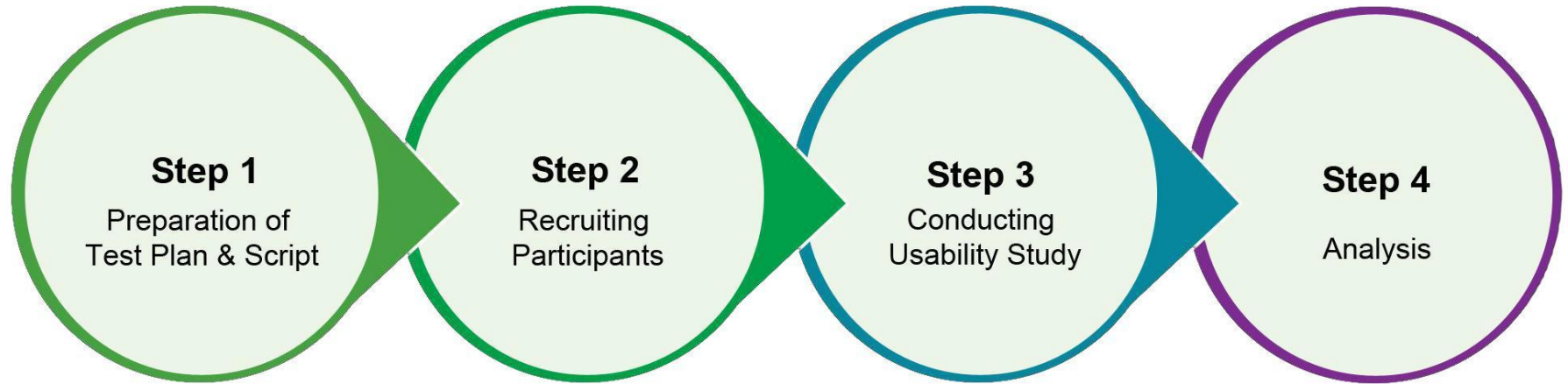
Users behavioral observations made on Vodafone application(Android and iOS).



Vodafone Usability Testing Report

Report created by: Techved Consulting India Pvt. Ltd.

# Methodology



# Objective

The objectives of the Usability Test were as follows:

- To observe the ease of use while doing various tasks on the Vodafone application.
- To observe their reactions to the aesthetic appeal of the app.
- To record the difficulties faced by the users.
- To take and record any other comments or suggestions by the users.

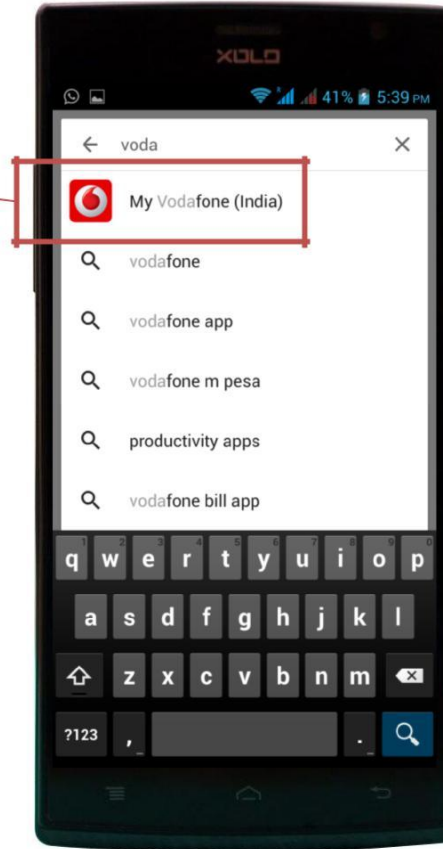
# Vodafone Android app



# Downloading Vodafone app

## *Users Behaviour on play store*

- Majority of Users searched “My Vodafone app” on search section of play store by typing only Vodafone.
- Users selected the app from predictive apps.



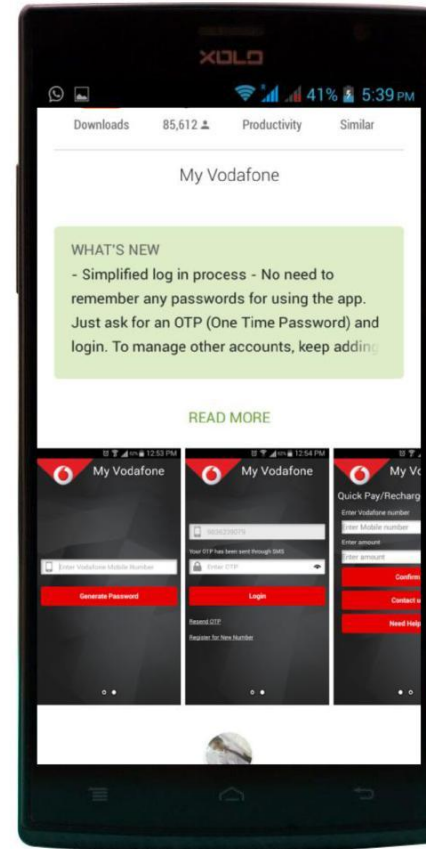
# Downloading Vodafone app

*Users Behaviour on reading know more and images section.*

- On 3g since the app downloads very fast users quickly went to the app and did not explore the play store.

- Users who are on 2g they have time to spend and they spend those time in reading know more section and reading the contents

- If the users had heard about the app then they were downloaded the app without reading know more.



# Vodafone app startup

Users Behaviour on loading page



Visuals of landing page was found very simple.

Why?

- There is nothing on the page that could relate to vodafone branding e.g. Zoo zoo are iconic to vodafone branding and suggested to be used.
- Youth now a days are used to colourful and dynamics kind of landing pages so they are looking for the same.

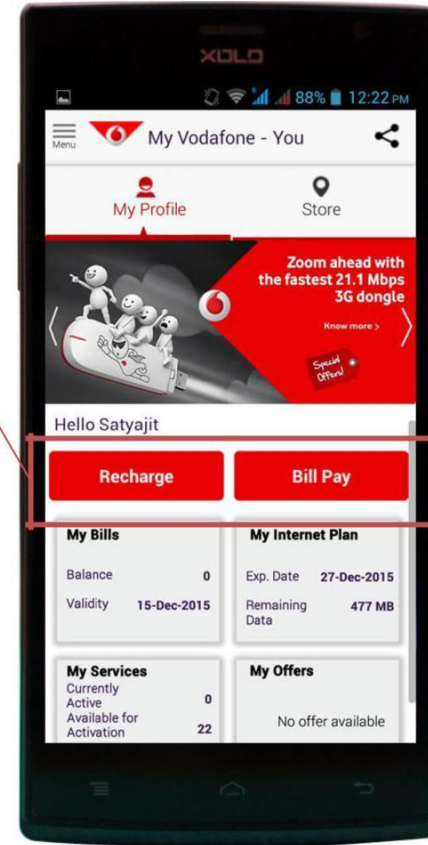




# Bill pay and recharge

*Difference in between the both*

Users easily differentiate in between Recharge and bill pay sections.





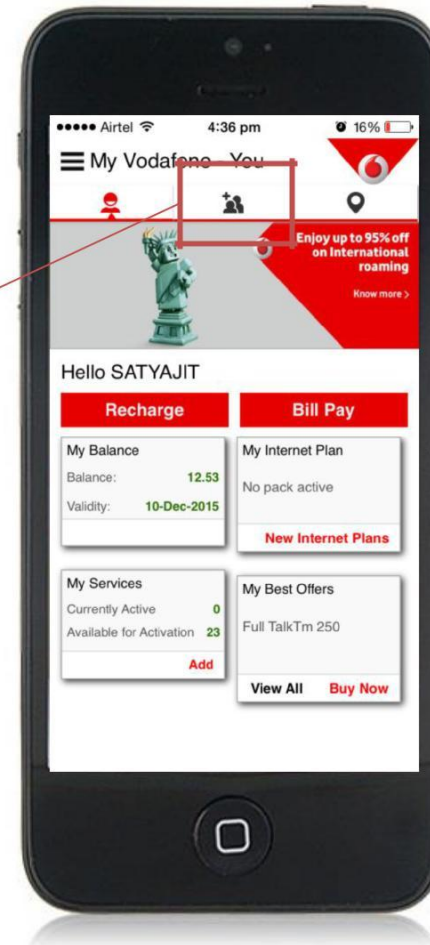
# Landing page

*“Managing account” was not useful*

Majority of users didn't find the option “Manage your vodafone account” on top tab was good.

Why?

- They were aware of its use but didn't use the same option to add numbers.
- Users said that there is an option for recharging other numbers so why we add numbers here.



# Thank You!



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