هيئة كهرباء ومياه دبي
Dubai Electricity & Water Authority
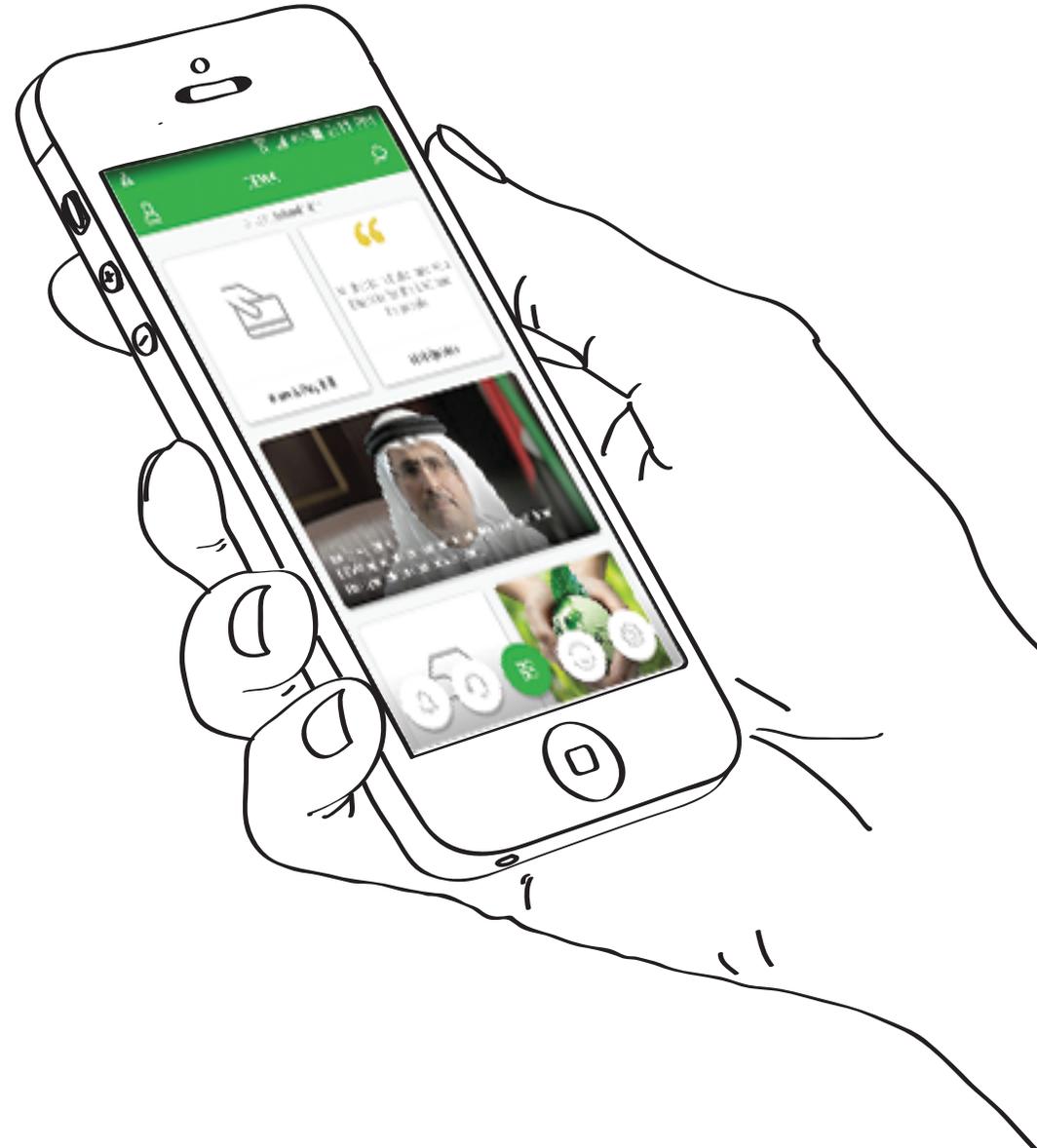
User Experience Case Study

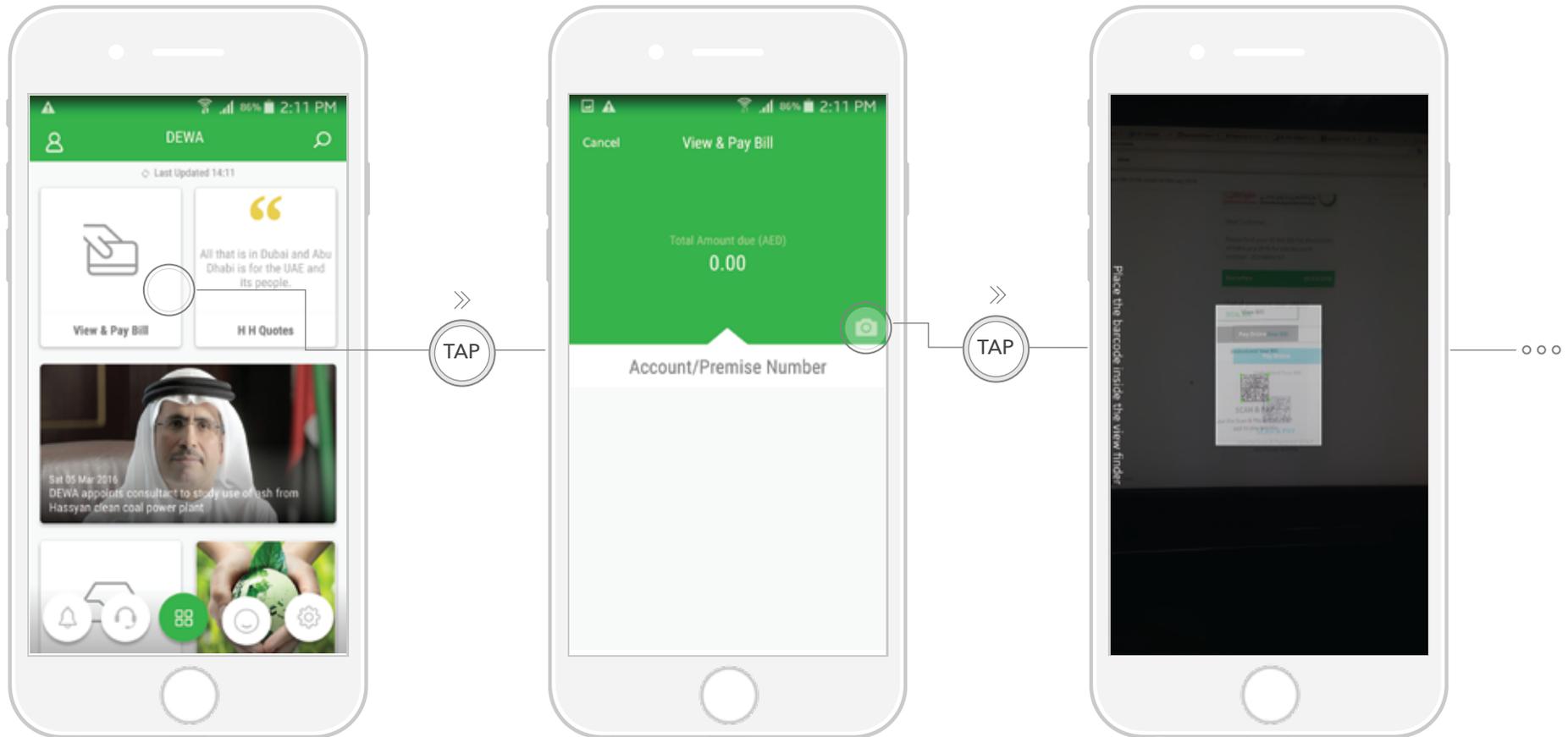DEWA Smart Services

Mobile App

eov

INNOVATIONS

Initial evaluation

In this section we'll present the commom tasks that users perform to the app, as well as a walk-through with comments to each interface.

1. View and Pay Bill

The objective of this task is to pay a bill. We'll go throught the steps required for the user to pay his/her DEWA bill.

Home page

At a glance, access to login at the top and search. Easy access to View and pay bill.
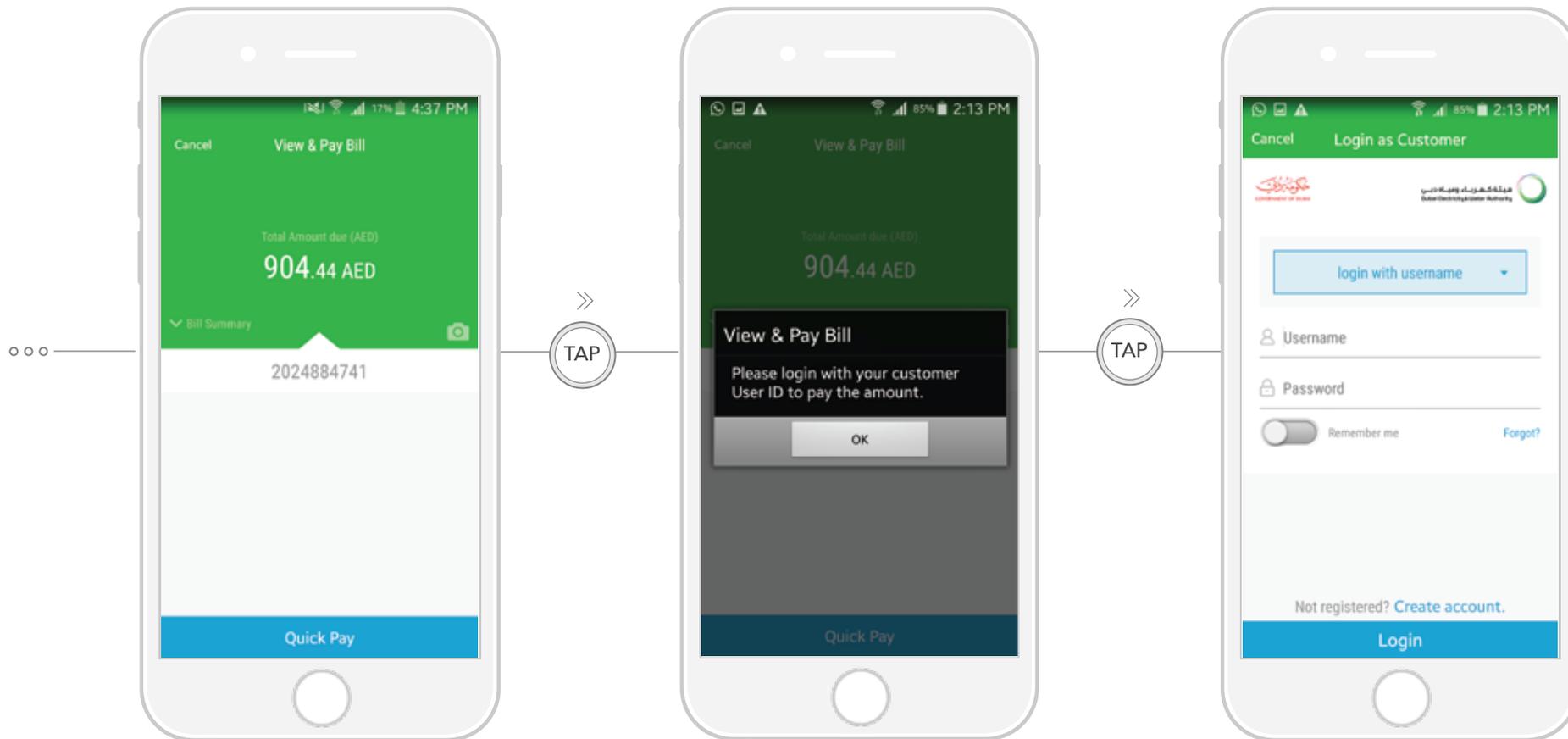
View & Pay Bill

The interface is not self suggestive and doesn't tell users what needs to be done. Users can assume they don't have a bill to be paid.

Photo / Barcode scanner

In the example above we used a bill received by email. The printed bill also allows users to scan a QR code and pay through the app. The QR code scan was easy and fast.

1. View and Pay Bill

The objective of this task is to pay a bill. We'll go throught the steps required for the user to pay his/her DEWA bill.

Details of the bill

After scanning the QR code, the user is able to see the amount to be paid as well as the Account/Premise Number.

Issue n1. The label Account/Premise number has dissapeared once the field is fillled.

Issue n2. Bill period is missing

Information popup

The pop up generates an extra tap to reach to the login screen.
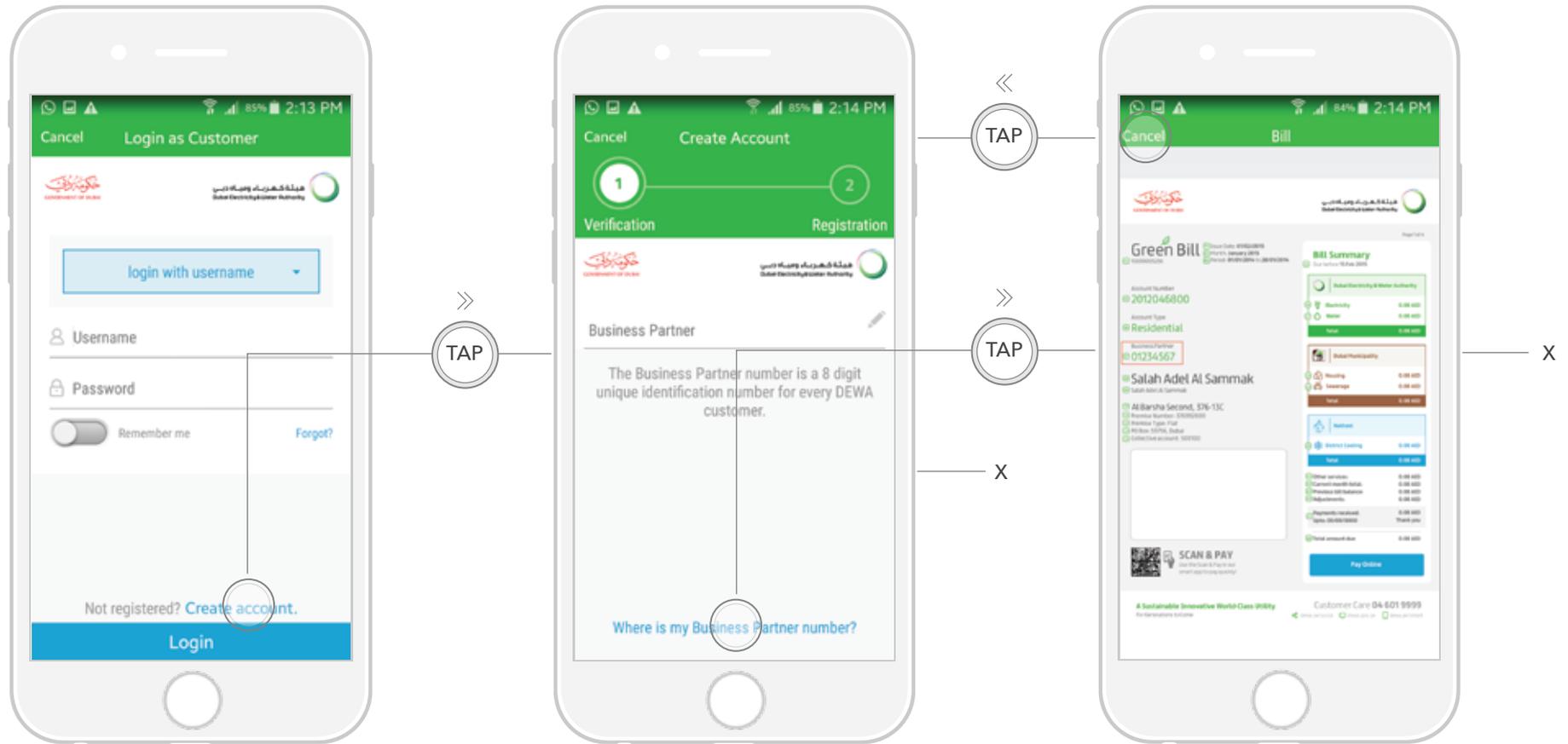
We suggest to move directly to the login screen without informing the user the action to be taken.

Login screen

This screen will allow users to login to their account. If a new user arrives at this page he/she may need to create a new account. The next flows will cover the initial experience of a user to trying to create an account or recover his/her password or username.

2. Create an account

Login page

At a glance, the login page asks for a username and password. Users have an option to create an account if they do not have a registered account yet. In this task, the objective is to create an account.
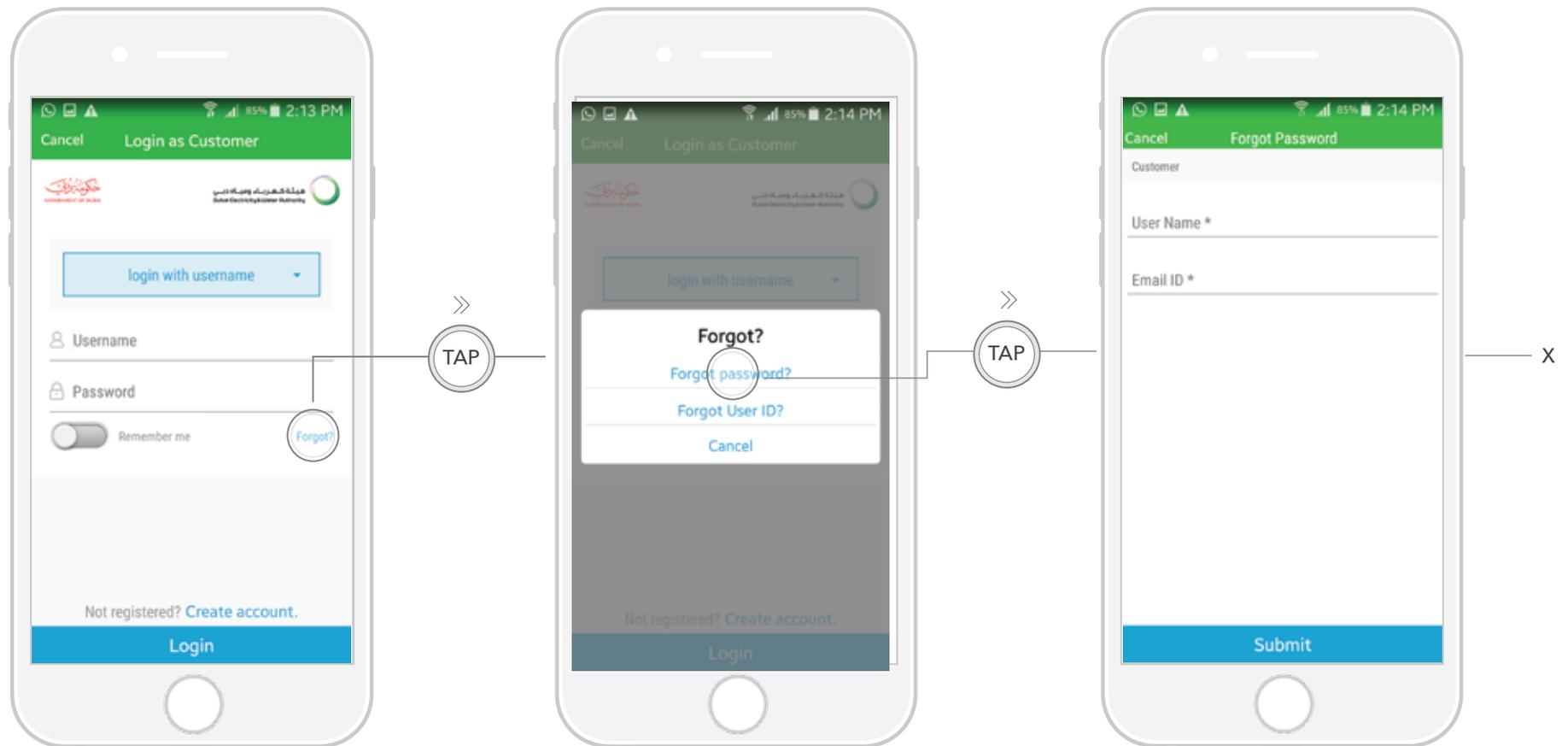
Create an account

Steps to proceed are clear. The information requested at this screen is available at the printed DEWA bill. At this flow we tap on "Where is my Business partner number?"

Bill / Printed version sample

The screen above shows a sample of the printed version of DEWA bill, highlighting in red the Business partner number required for the registration. If the user is not able to locate this number or for any other circumstance not able to find it, the entire process is dismissed.

3. Login to app / Forgot your password

The objective of this task is to try to login, assuming the user is not sure whether he/she has an account at DEWA app.

Login screen

This task, the user doesn't know whether he/she is registered already. Assuming that yes, he will try to recover his password.
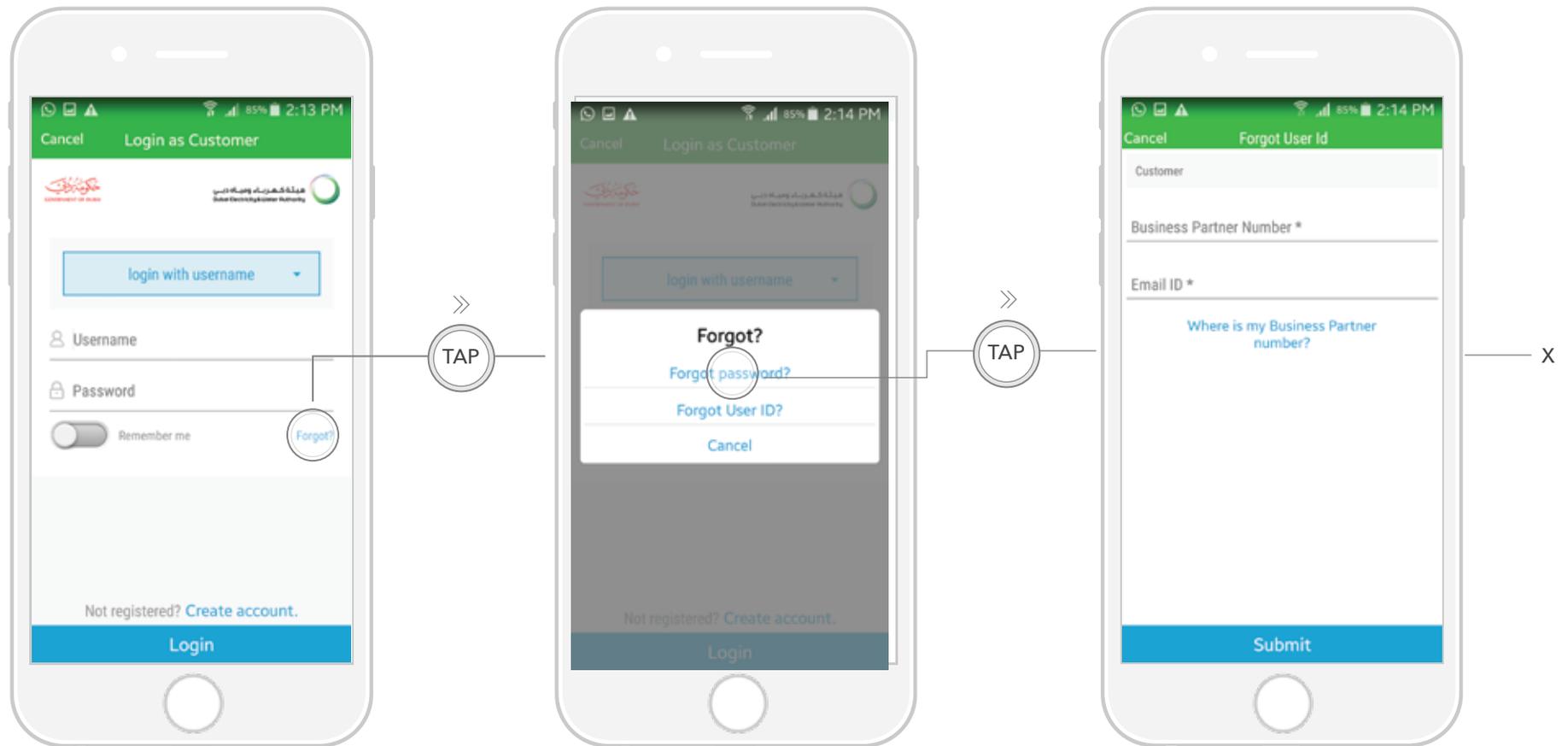
Pop up screen confirmation

In case of forgotten password or User ID, the flow is different. We can see an inconsistency between User ID and Username. At the login screen, the field is called Username.

Forgot password

After selecting forgot password the user is presented with the above screen. Again, the Username is typed differently from the previous screen as well as from the login screen. The issue here is that users need to know their usernames. In case they don't, they are not able to proceed, ending up leaving the app or trying another step.

4. Login to app / Forgot your Username

The objective of this task is to try to login, assuming the user is not sure whether he/she has an account at DEWA app.

Login screen

This task, the user doesn't know whether he/she is registered already. Assuming that yes, he will try to recover his Username.

Pop up screen confirmation

In case of forgotten password or User ID, the flow is different. We can see an inconsistency between User ID and Username. At the login screen, the field is called Username.

Forgot your username

After selecting forgot User ID the user is presented with the above screen. In this case, the user is prompted with a Business partner number and an email. In case the user doesn't know or does not have access to his/her Business partner number, the process is cancelled and the user may leave the app.

Suggestion

After understanding the pain points of the current flow, we are suggesting a redesign of the navigation as well as the user interface of important screens.
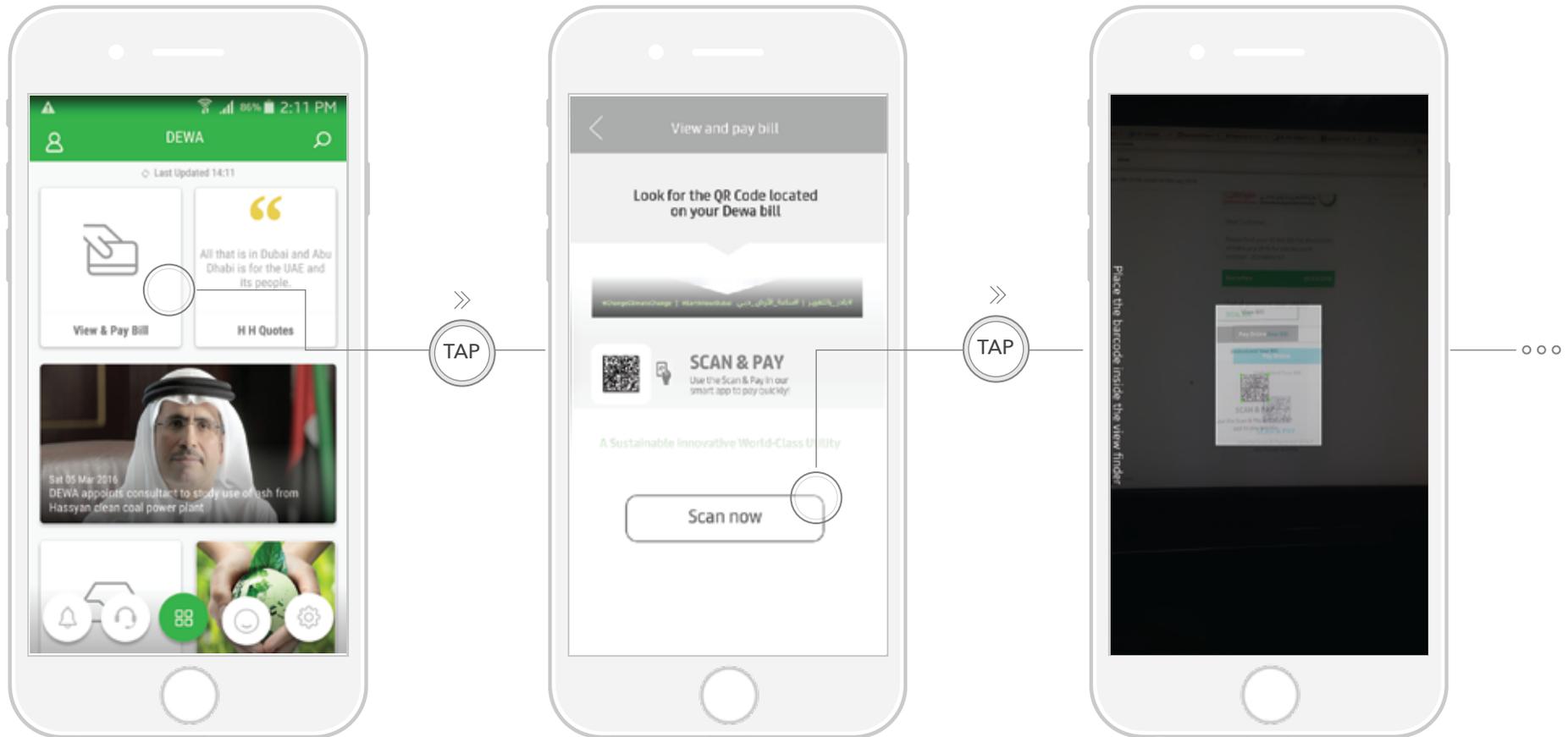
We believe they are crucial for users to proceed with the task goal
- Make a payment
- Login
- Create an account

1. View and Pay Bill

Suggested new flow and screens for paying your bill through the app

Home page

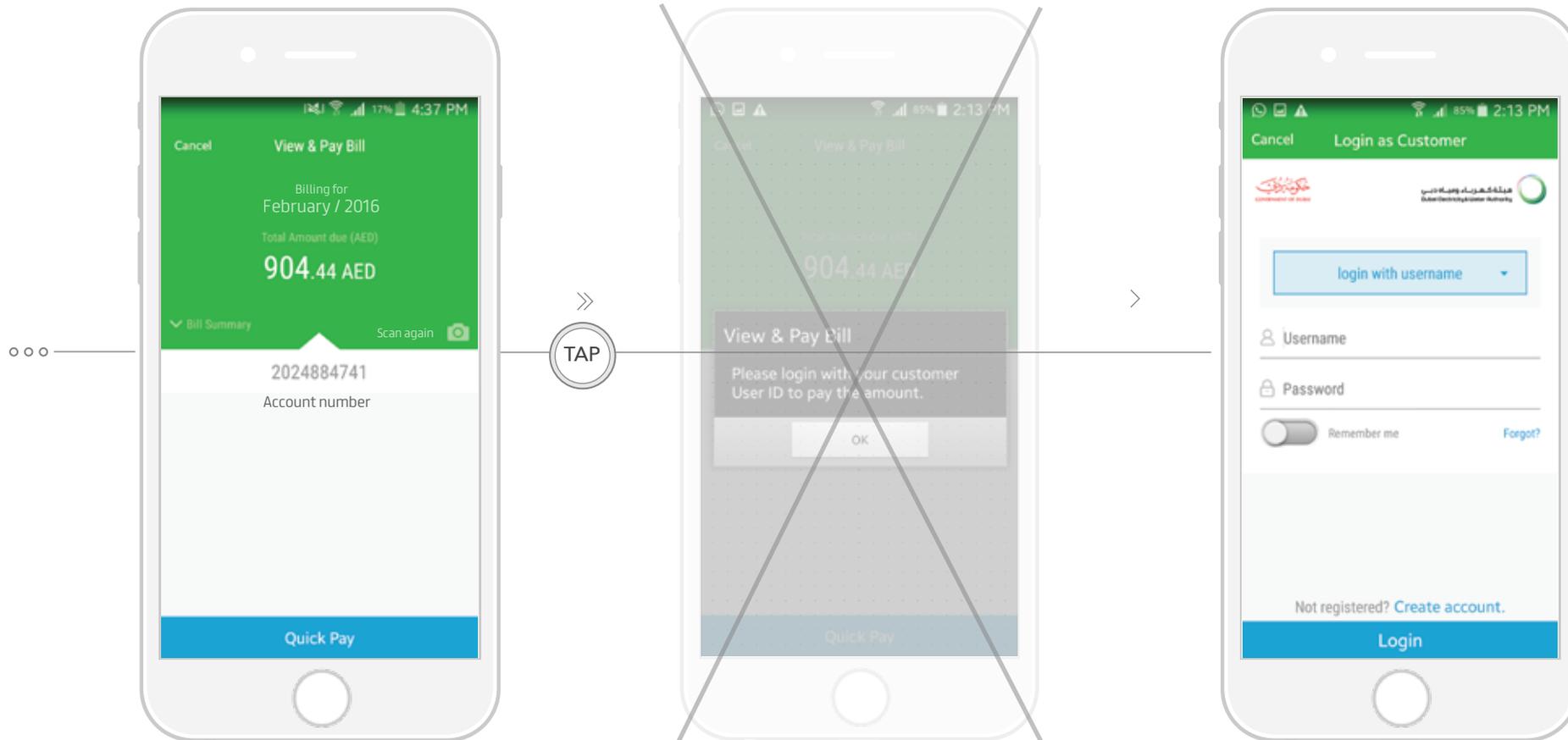Keep the home page as it is

View & Pay Bill

New call to action for scan and pay your bill. This option may assist users on using the feature of scan & pay and consequently increase the adoption of payment through the app.

Photo / Barcode scanner

In the example above we used a bill received by email. The printed bill also allows users to scan a QR code and pay through the app. The QR code scan was easy and fast.

1. View and Pay Bill

Details of the bill

We keep this screen as it it, however we'd like to add 1 field of the billing period and highlight the camera icon with a label "Scan again". We'd like to run a **technical feasibility study** for instead of bringing the Account Number, to bring the Business partner, so that the app could store it for other flows.
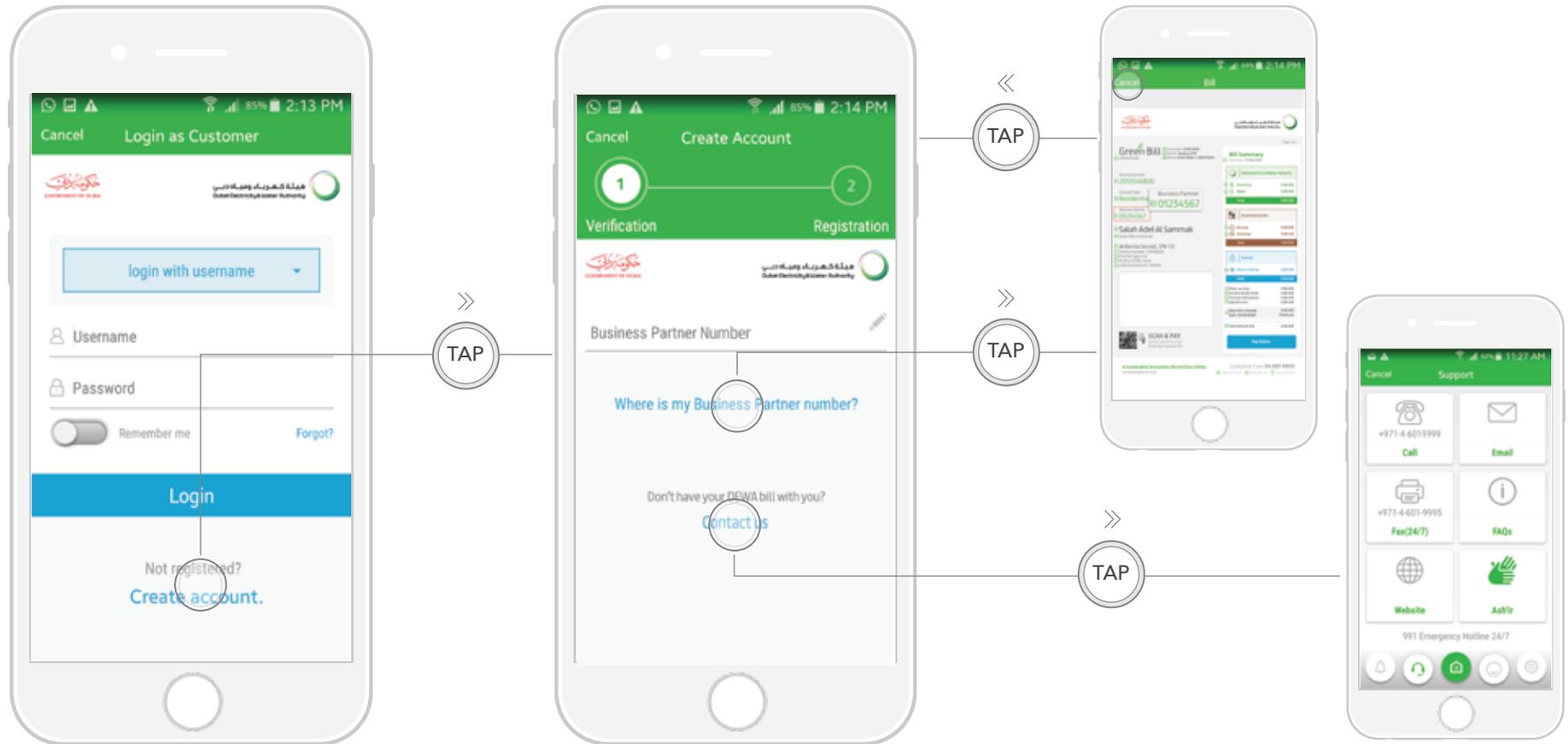
Information popup

We'd suggest to cancel this screen.

Login screen

Keep as it is.

Login page

Slightly changes on the position of the button. Following a Gestalt concept of proximity, we'd suggest to keep login button closer to the form and a relevance of Creating an account. With this break down of 2 lines we increase the are of tapping and avoid users doing 2 taps.
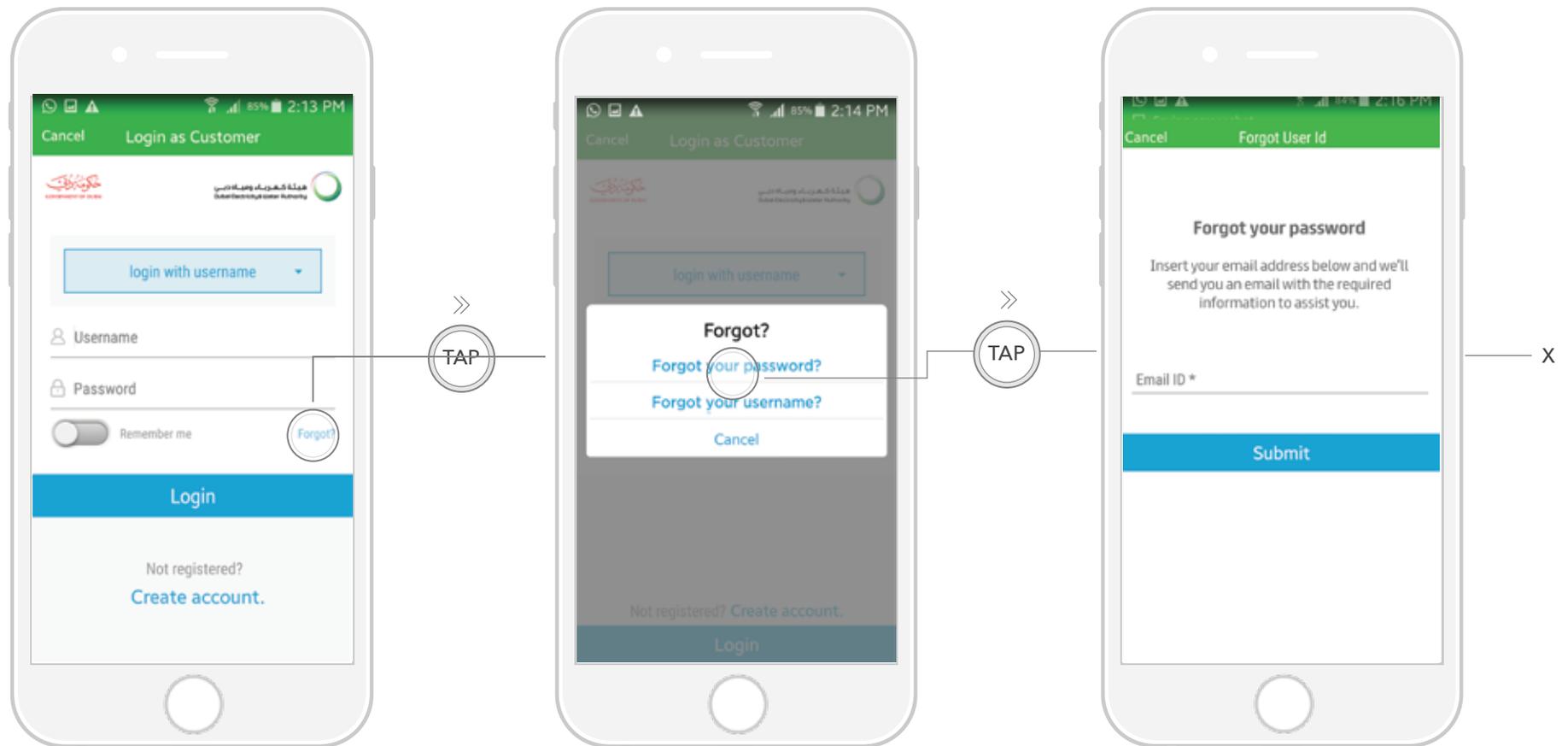
Create an account

As suggested on the previous slide, if the user scans the QR code and we could get the Business partner information at this stage, we could proceed straigth to the Registration process and eliminate this screen. We've also made some changes to the User Interface.

Add 1 more option

In this flow, users will be able to access the Support center from the app, allowing them to contact DEWA support and find out the required information to proceed with their request. In case they don't use the app they can still finish their task using the Support centre.

Login screen

Slightly changes on the position of the button. Following a Gestalt concept of proximity, we'd suggest to keep login button closer to the form and a relevance of Creating an account. With this break down of 2 lines we increase the are of tapping and avoid users doing 2 taps.

Pop up screen confirmation

Changes on terms to make the pop up message consistent to the elements of the previous screen.

Forgot password

Eliminate the field Username from the forgot your password feature. This information can be displayed on the email once the user inserts his/her email. This feature can also allow users to double check whether they are already registered to DEWA. If not an email can be targeted to them, inviting for registration.

Thanks

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INNOVATIONS

Contact

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