



An Evaluation of **Verizon's** E-Commerce UX

Essential Insights for CMOs

SUMMARY

Complexity and Misalignment Undermine the Customer Journey

Verizon, a leading telecommunications company, faces significant challenges in delivering a streamlined and intuitive user experience on its digital platform. As a brand that promises seamless connectivity and top-tier service, Verizon's online interface should reflect these values. However, our comprehensive evaluation reveals that Verizon's website falls short in guiding potential customers through their purchasing journey, leading to frustration and potential loss of business.

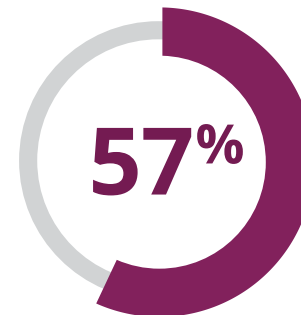
Our analysis identified several critical issues ranging from poor UI layout and misaligned user journeys to insufficient information architecture. These challenges create unnecessary complexity, hindering Verizon's ability to convert prospects into customers and diminishing overall satisfaction for existing users. Addressing these UX shortcomings is essential for Verizon to maintain its competitive edge and fulfill its brand promise.

In this report, we explore the specific areas where Verizon's digital experience falters and offer insights that are crucial to enhance their brand's online presence and effectiveness.

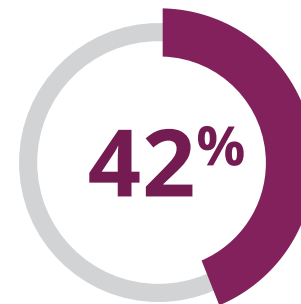
Key Findings



57% of issues were related to **poor UI layout**



57% of issues were due to **misalignments with the user journey**



42% of issues were caused by **poor information architecture and messaging**



RESEARCH METHODS



Heuristic evaluations



Usability testing



Thematic analysis of findings

DEMOGRAPHICS



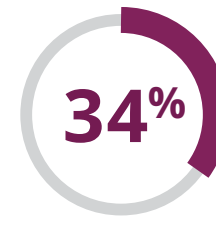
 Female



 Male



 Desktop



 Mobile

 Age range

25 - 65

New Customer Journey Lacks Clear Call to Action

Verizon's digital platform fails to provide a clear and streamlined journey for potential new customers looking to switch to their services. This lack of clarity not only frustrates prospective customers but also drives them away, causing them to seek other options.

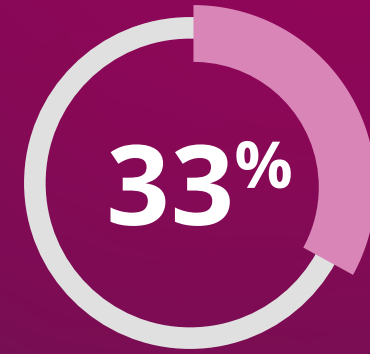
When users were asked to explore the Verizon website with the intent of switching from their current phone plan to Verizon, many struggled to know where to start due to a lack of clear calls to action that aligned with their journey. The process of becoming a new customer was not intuitive, as key actions like beginning the switch were hidden on the page and only available after navigating through a subpage. This poor placement of essential elements creates a significant barrier for users, making it difficult for them to initiate the process of becoming a Verizon customer.

The lack of a visible, prominent "New Customer" button or similar call to action means that users have to spend unnecessary time searching for the right path, which can lead to frustration and ultimately cause them to abandon the site in favor of a competitor with a more user-friendly experience. This misalignment between the user's needs and the website's design disrupts the user journey, making it harder for Verizon to convert potential customers.

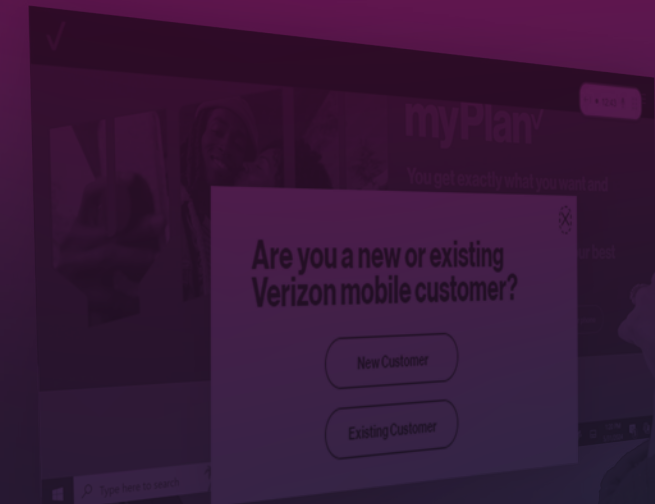
UX RECOMMENDATION

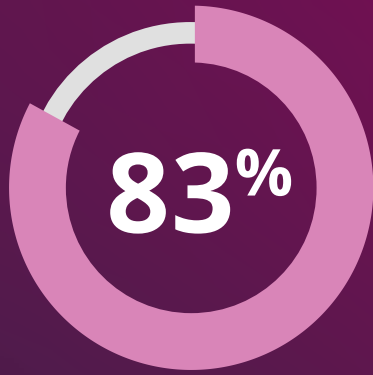
To attract and retain new customers, Verizon needs to implement a more intuitive and accessible user flow specifically designed for prospective customers. This would involve adding prominent, easy-to-find calls to action on the homepage and throughout relevant sections of the site, guiding users smoothly through the process of switching to Verizon. By simplifying the process and aligning the website's structure with user expectations, Verizon can reduce friction, enhance the user experience, and increase the likelihood of converting prospects into loyal customers.

USABILITY TESTING HIGHLIGHTS ↗



33% of users were unsure how to begin the process of becoming a new customer, leading to frustration and potential abandonment





83% of users struggled to make a phone plan selection due to misalignment between provided information and user needs



INSIGHT 2

Plan Selection Process Overwhelms Users with Unnecessary Variables

Verizon's presentation of phone plan options adds unnecessary complexity. Users are often overwhelmed by the way plans are displayed, with too many variables introduced too early in the process. For instance, instead of focusing on the essential details—such as costs, data plans, and trade-in options—Verizon inundates users with irrelevant information, such as streaming platform bundles, device add-ons, and upgrades, which should come later in the decision-making process. This approach distracts users from the primary task of selecting a plan, complicating what should be a straightforward process.

Additionally, users encountered conflicting information within the same page. Plans listed in one area promised certain costs and features, while the same plan listed elsewhere did not include those same benefits. This inconsistency not only confuses users but also undermines their confidence in the information provided. Additionally, when users tried to compare phone plans, they were still unclear about their options due to the presence of multiple plans with the same name but insufficient clarity on the differences between them. The absence of clear, easily accessible basic information—such as costs, data limits, and trade-in details—further exacerbates the problem. Users are left feeling uncertain about what they are purchasing, which diminishes their overall experience and trust in the brand.

UX RECOMMENDATION

To improve the user experience and facilitate easier decision-making, Verizon should streamline the phone plan selection process by prioritizing the most critical information first. The journey should guide users through the basic details they need to make an informed choice, with customizations and add-ons introduced later in the process when they become more relevant. By aligning the website's structure with user expectations and reducing unnecessary complexity, Verizon can enhance user satisfaction and increase conversion rates.

USABILITY TESTING HIGHLIGHTS ↗

Poor Placement of Discount Options Hinders Decision-Making

When selecting a new phone plan, customers are often motivated by the potential to reduce their monthly costs. However, Verizon's current placement of discount options does little to support this decision-making process, leaving users frustrated and confused.

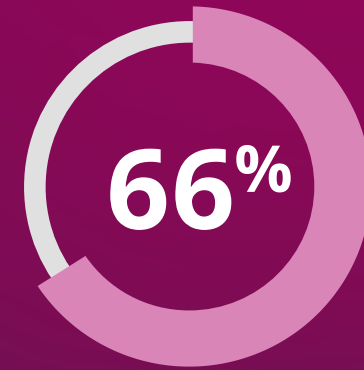
Verizon displays discounts in a thin toggle bar that only appears after users have scrolled down the page. This bar is not static, meaning it disappears as users continue to scroll, making it difficult for them to locate it again or retrace their steps back to it. The lack of a fixed position for the discount toggle bar forces users to actively search for the discount options, interrupting their flow and complicating their decision-making process.

Additionally, the discount information is not positioned near the pricing details, further confusing users who expect to see discounts directly associated with the cost of the plans they are considering. The disjointed presentation of pricing and discounts creates a disconnect that undermines the user's ability to make informed choices about their phone plan.

UX RECOMMENDATION

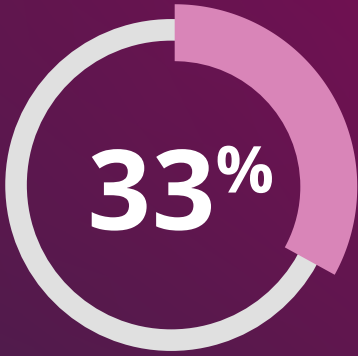
To improve the user experience and facilitate easier decision-making, Verizon should display discount options more prominently and ensure they are positioned in a way that correlates directly with pricing information. The discount bar should remain static as users scroll through the page, making it easily accessible at all times. By aligning the discount options with the user's natural decision-making process, Verizon can reduce confusion, enhance the overall user experience, and increase the likelihood of successful conversions.

USABILITY TESTING HIGHLIGHTS ↗

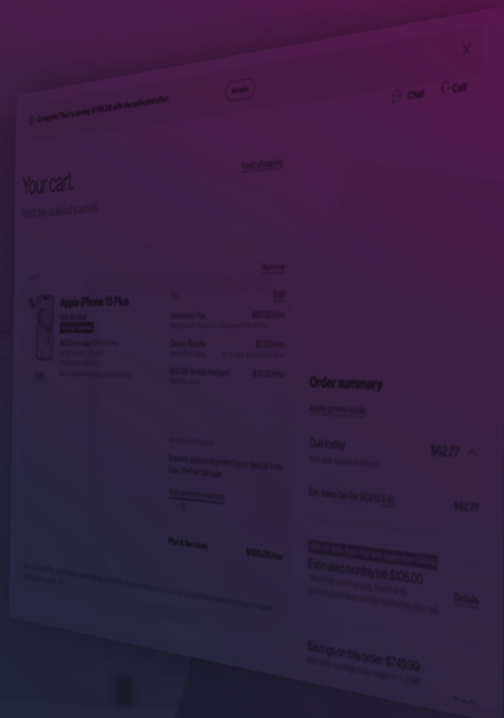


66% of users had difficulty identifying discount options due to their location and functionality





33% of users shared frustration with the checkout process when purchasing Verizon products.



INSIGHT 4

Overly Complex Checkout Process Deters Users From Making a Purchase

After selecting their desired phone plan and device, users faced an overly complex and cumbersome checkout process on Verizon's website, which significantly hinders their willingness to complete their purchase.

Many users reported that the current process is so convoluted that they would likely abandon their purchase and consider other options instead. The checkout process involves navigating through an excessive number of screens, from selection to finalizing the purchase, with users being forced to review and interact with all available accessories and add-ons, rather than having these options presented as clearly optional. This unnecessary complexity adds friction to the purchasing experience.

Additionally, if a user wishes to make any changes to their order—such as selecting a different plan—they are required to restart the entire checkout process from the beginning, involving numerous repetitive steps. This lack of flexibility further complicates the user journey, making the process feel unnecessarily laborious and inefficient.

UX RECOMMENDATION

To improve the user experience and increase conversion rates, Verizon should simplify the checkout process by reducing the number of screens and making accessory and add-on options clearly optional rather than mandatory steps. Moreover, allowing users to make changes to their order without restarting the process from scratch would greatly enhance the overall experience, making it easier and more appealing for users to complete their purchases.

USABILITY TESTING HIGHLIGHTS ↗

Information Overload and Complex Layout Impedes Navigation

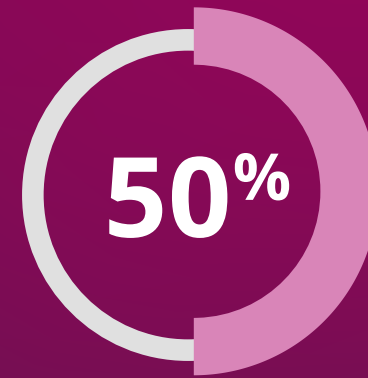
Verizon's website suffers from an overwhelming amount of information, creating a cluttered and confusing experience. This complexity not only distracts users from the most important details but also makes site navigation challenging, leading to decision fatigue and information overload.

The excessive amount of content presented at once causes users to struggle in identifying the key information they need. When too much information is packed into small areas, users are forced to sift through various types of content, which complicates the navigation process and detracts from their overall experience. Instead of guiding users smoothly through their journey, the site's current layout overwhelms them with options and details, making it difficult to focus on what truly matters. The mix of different types of information—promotions, product details, plan comparisons, and more—within the same sections further complicates the experience, causing users to feel lost or unsure of how to proceed.

UX RECOMMENDATION

To enhance usability and improve the overall user experience, Verizon needs to simplify its visual UI layout and implement a more solid information architecture. This would involve prioritizing key information, reducing unnecessary content, and organizing details in a way that supports easy navigation and decision-making. By cleaning up the design and making the site more user-friendly, Verizon can reduce cognitive load, prevent information overload, and ultimately create a more efficient and satisfying user experience.

USABILITY TESTING HIGHLIGHTS ↗



50% of users experienced information overload on Verizon's website, making navigation difficult





50% of users shared frustration with multiple pop-ups appearing during their time on the website



INSIGHT 6

Excessive Pop-Ups Disrupt and Frustrate Users

During their visit to Verizon's website, users are frequently interrupted by an excessive number of pop-ups. These interruptions, intended to assist users, instead create frustration and distraction, ultimately harming the user journey.

Throughout their time on the site, users encountered various pop-ups, including chat boxes, "help me choose" assistants, and promotional offers. These pop-ups appeared multiple times, often reappearing even after users had closed them. This constant barrage of interruptions disrupted the natural flow of the user journey, causing frustration and making it difficult for users to focus on their tasks.

While the intent behind these pop-ups is to provide assistance and guide users through their decisions, the frequency and timing of these interruptions have the opposite effect. Instead of helping users, the repetitive and intrusive nature of the pop-ups leads to a negative user experience, as users are continually pulled away from what they are trying to accomplish.

UX RECOMMENDATION

To improve the user experience, Verizon should significantly limit the number of pop-ups displayed during a user's visit. Additionally, optimizing the timing of these pop-ups to appear at more relevant points in the user journey—such as when a user is actively seeking help or making a decision—would make them more impactful and less disruptive. By reducing the frequency and improving the timing of pop-ups, Verizon can enhance the user experience, minimize frustration, and better support users in their journey.

USABILITY TESTING HIGHLIGHTS ↗

Confusing and Misaligned Homepage Messaging Puzzles Users

The messaging on Verizon's homepage, particularly the hero image, fails to communicate effectively with users, leading to confusion and a negative perception of the brand. Instead of engaging users with clear, impactful messaging, the current approach leaves them puzzled and uncertain about the intended message.

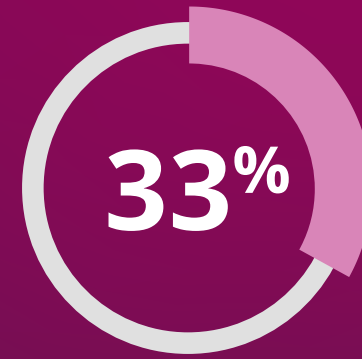
A strong messaging campaign is crucial in capturing users' attention in a positive way, especially since the hero image is often the first visual element that users encounter when visiting a website. However, Verizon's homepage features a hero image with a cutout of the word "YOU" accompanied by the messaging, "With us? Just joining us? No problem." Users reported that this messaging was confusing, as they were unclear about what the large "YOU" was supposed to convey or how it related to their needs as potential or existing customers.

This misalignment in messaging not only fails to resonate with users but also detracts from the overall effectiveness of the homepage. Instead of guiding users through their journey with clear calls to action, the messaging seems more focused on a brand campaign that doesn't effectively support the user's goals. This can lead to a disconnect between the brand's intent and the user's experience, causing frustration and diminishing the likelihood of user engagement.

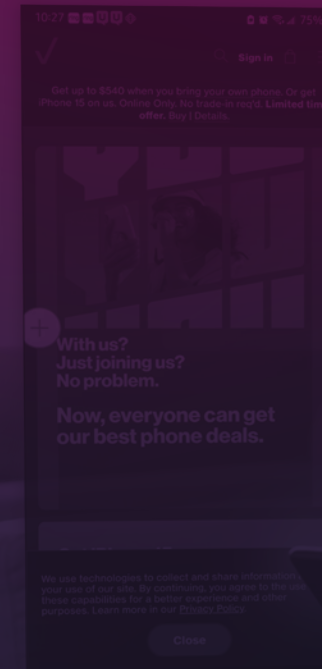
UX RECOMMENDATION

To improve the homepage experience, Verizon should focus on utilizing the messaging above the fold to better support the user journey with solid calls to action that guide users through the site effectively. Messaging should be clear, relevant, and directly aligned with the needs and expectations of prospective customers. By refining the homepage messaging to be more user-centric and action-oriented, Verizon can enhance user engagement and ensure that the first impression they make is a positive one.

USABILITY TESTING HIGHLIGHTS ↗



33% of users mentioned that the main campaign messaging on the website homepage felt confusing and distracting





CONCLUSION

Leveraging Verizon's UX Pitfalls as a Guide for Digital Strategy

Our in-depth evaluation of Verizon's digital platform has uncovered key areas of misalignment within the user experience. To remain competitive, Verizon must take proactive steps to streamline its user interface, simplify the checkout process, and align its messaging with user expectations. By focusing on creating a more intuitive, user-friendly digital experience, Verizon can reduce friction, build trust, and ultimately drive higher conversion rates.

These improvements will not only enhance customer satisfaction but also position Verizon as a leader in delivering exceptional digital experiences within the telecommunications industry. Addressing these UX shortcomings will be essential for Verizon to maintain its market position, foster long-term customer loyalty, and set a benchmark for industry standards.

