

Blue Casa



Surf the net
with
**Blue Casa
Online**

**Blue Casa Online
High Speed Internet**

A safe and easy way to surf the worldwide web

The illustration shows a white house with a smiling face and a chimney, riding a yellow and pink surfboard on a blue wave. A hand is shown reaching down from the top of the wave. In the background, there is a yellow sun and a blue sky. A speech bubble contains the text 'Surf the net with Blue Casa Online'. Below the illustration, the text 'Blue Casa Online High Speed Internet' is written in bold, followed by the tagline 'A safe and easy way to surf the worldwide web'.

Blue Casa

Challenge: Build online payment portal



STEVE SMITH
123 MAIN ST
ANYWHERE, USA 12345-6789

01899954671

Bienvenido a Blue Casa!
¡Trabajamos duro para ganarnos su lealtad!

¡ATENCIÓN!
¡Usted califica para descuentos de Lifeline de California! Lea mas información en la siguiente página.

Febrero 9, 2010

Número de Cuenta 123456
Número de Teléfono 909-555-1234
Dirección 123 Main Street
Anywhere, USA 12345-6789

¿Preguntas? Visitenos en www.bluecasa.com
1-866-566-2583 (BLUE)

RESUMEN 01/02/10 – 02/09/10 (Mas detalles en la siguiente página)

Balance Anterior	\$0.00
Crédito ajustado	-\$7.98
Pago recibido en el enero 25 — Gracias	-\$34.99

CARGOS ACTUALES

Cargos Mensuales	\$24.50
Descuentos y Créditos	-\$7.98
Otros Cargos	\$28.79
Impuestos y Cargos del Gobierno	\$5.35
TOTAL DE CARGOS ACTUALES	\$50.66

TOTAL A PAGAR EN MARZO 4, 2010 \$50.66

Información acerca de su depósito

Depósito Entregado	\$25.00
Depósito Acreditado	\$0.00
Balance Restante	\$25.00

Su depósito mas interés será acreditado a su cuenta después de efectuar tres pagos consecutivos a tiempo.

Un cargo por pago atrasado del 1.5 % (18 % anual) será cargado a los balances que no se paguen, y será sumado a su cuenta si su pago no es recibido antes de su próxima fecha de cobro. Para evitar el cargo por pago atrasado, envíe el pago con tiempo suficiente.



Para evitar atrasos en sus pagos por favor:

- Use el sobre incluido
- Escriba su número de cuenta en el cheque
- Si hace un pago electrónico, mándelo a la dirección que se encuentra en su boleta de pago.

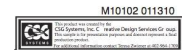
Número de Cuenta 123456
Número Telefónico 909-555-1234
Dirección 123 Main Street
Anywhere, USA 12345-6789

TOTAL A PAGAR MARZO 4, 2010 \$50.66

Pago Adjunto \$ _____

BLUE CASA COMMUNICATIONS
PAYMENT CENTER
PO BOX 2007
ARTESIA, CA 90702-2007
01899954671

888810009123456789122062



Client:

Blue Casa, a traditional landline phone service provider

Industry:

Telecommunications

Objective:

Develop a web portal to streamline bill payment processes and improve customer satisfaction

Background

Blue Casa has been a trusted provider of landline services for over 5 years, catering primarily to low income hispanic users in California. While their phone service is reliable, customer experience has lagged behind digital expectations, especially for billing and payments. Currently, customers pay bills through mail, phone, or in-person at limited locations, causing delays and dissatisfaction.

To modernize its customer experience and reduce support costs, Blue Casa sought to introduce a convenient, secure web portal for customers to view and pay bills online.

Blue Casa

Goals

Bundle	Price	Local	Features	Anytime LD Mins.	Anytime LD out of Bundle	Discount
Basic	\$19.99	Unlimited	—	—	—	\$0.10
Value Plus	\$25.99	Unlimited	3	—	—	\$0.10
BC75	\$29.99	Unlimited	Pick 5	75	10%	\$0.10
BC150	\$34.99	Unlimited	Pick 5	150	15%	\$0.10
BC300	\$41.99	Unlimited	Pick 5	300	20%	\$0.10
BC Unlimited	\$49.99	Unlimited	Pick 5	Unlimited	20%	\$0.10

Goals

1. **Increase Customer Convenience:** Simplify the billing and payment process, allowing customers to access billing history, make payments, and manage account details online.
2. **Reduce Operational Costs:** Decrease costs related to call center inquiries, paper billing, and manual payment processing.
3. **Create a Consistent UX:** Adhere to brand requirements and visual language to ensure users experience low friction when making their first payment.
4. **Ensure Security and Compliance:** Implement secure payment processing and data protection measures to comply with financial and telecommunications regulations.

Blue Casa

User Research



User Research

Blue Casa user demographic:

Ethnicity:	Hispanic
Age group:	35+ yo
Employment:	Full time
Education:	High school
Income:	<30,000k
Status:	Married

* Children tend to facilitate communications for parents, families that qualify for Lifeline discounts.

Distrust for electronic payments

Solution

Blue Casa tasked a designer and a team of developers to create a web portal tailored to the needs of its landline customers. The project involved three primary phases: Design & Planning, Development, and Deployment & Optimization.

Blue Casa

Design & Planning

Blue Casa

Home > Mission & Philosophy

Mission & Philosophy

Home > History

History

"Blue Casa by"

Mission & Philosophy

History

Mission & Philosophy

History

Blue Casa

Home > Services

Services

Home > Programs

Programs

Blue Casa

Home > Budget

Budget

Home > Construction

Construction

Services

Programs

Construction

Construction

Blue Casa

Home > Contact Us

Contact Us

Home > About Us

About Us

Blue Casa

Home > Privacy Policy

Privacy Policy

Home > Terms of Service

Terms of Service

Privacy Policy

Terms of Service

Design and Planning

The planning phase involved customer surveys and usability research to understand customer preferences and pain points with the existing billing process. Key insights guided the design of the portal's user experience.

Login & Authentication: Easy, secure account creation and login via email.

Billing Dashboard: A clear, accessible dashboard showing bill amounts, due dates, and payment history.

Payment Options: Integration with credit/debit cards, and ACH.

Reminders and Notifications: Automatic bill reminders via email.

Blue Casa

Main site

The screenshot shows a web browser window displaying the Blue Casa website. The browser's address bar shows the URL <http://test.bluecasa.com/en/index.php>. The website has a blue header with the Blue Casa logo and a navigation menu. The main content area features a large image of a family and a child, with the text "Your New Home Phone Company". Below this is a "Welcome Home" section with a "Call 866-566-BLUE toll free" button. There are two promotional boxes for "Blue Casa Bundle 75" and "Blue Casa Unlimited". A "Watch the commercials:" section at the bottom includes four video thumbnails with their respective titles and file sizes.

Phone Company with Customer Service that will make you smile

http://test.bluecasa.com/en/index.php

Phone Company with Cu... Blue Casa - Your New H... Bank of America | Home... Cell Phones and cell pho...

English Español

Home

Company

Calling Plans

Call Me

BlueCasa

Your New Home Phone Company

Welcome Home

You now have a choice in home phone service

Get your local and long distance service from Blue Casa. You'll get it all on one bill with one phone number to call for any need.

Call 866-566-BLUE toll free

Keep your phone number, improve everything else

When you switch to Blue Casa you'll keep your current phone number, keep the features you have today, or even add more. [More features...](#)

Switch for the better

Choosing Blue Casa is as easy as calling us and telling us you'd like to switch — we handle everything else.

Get everything you expect from your current phone company, except with better service, lower prices, and one bill and a single number to call for any need you may have.

Watch the commercials:

Introducing Blue Casa MOV / 1.6 mb	Which is Less? MOV / 926 kb	30 Million have Switched MOV / 926 kb	Same, just Different MOV / 931 kb
---------------------------------------	--------------------------------	--	--------------------------------------

Featured Promotion

Blue Casa Bundle 75
\$29⁹⁹

Unlimited Local
75 Minutes of Anytime Long Distance
[5 Calling Features](#)

Blue Casa Unlimited

\$49⁹⁹

Unlimited Local
Unlimited Long Distance
[5 Calling Features](#)

Need more?

- [» Questions](#)
- [» Online Media](#)
- [» Contact Us](#)

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Blue Casa

Brand for
website and
physical paper
bill.

The screenshot shows a web browser window with the URL <http://test.bluecasa.com/en/index.php>. The page features a blue header with the Blue Casa logo and navigation links for Home, Company, Calling Plans, and Call Me. A featured promotion for 'Blue Casa Bundle 75' is highlighted with a price of \$29.99. Below it, another promotion for 'Blue Casa Unlimited' is shown with a price of \$49.99. A 'Need more?' section includes links for Questions, Online Media, and Contact Us. The footer contains the copyright notice: © 2007 Blue Casa Communications. All Rights Reserved.

The physical bill is for Blue Casa Communications, 'Your New Home Phone Company'. It includes a welcome message: 'Welcome to Blue Casa. We will work hard to keep your business!'. The account information is as follows:

- Account Number: 230527
- Telephone Number: 323-971-8774
- Due Date: 04/02/07
- Recommended Mail Date: 03/26/07
- Amount Due: \$41.26

The bill also features an 'Account Summary From Last Bill' table:

Account Summary From Last Bill	
Previous Balance	\$0.00
Payments and Adjustment	\$0.00
Remaining Balance	\$0.00
Current Charges	
Invoice Date	03/09/2007
Current Charges (bill period ending 03/09/07)	\$41.26
Total Due by 04/02/07	\$41.26
Recommended Mail Date	03/26/07
Invoice Summary	
Monthly Charges	\$25.06
Additional Services	\$4.17
Discounts and Credits	-\$2.99
Information Services	\$0.00
U.S. Long Distance Usage	\$0.00
International Long Distance Usage	\$0.00
Other Charges	\$10.49
Government Taxes and Fees	\$4.53
Total Current Charges	\$41.26
Service Questions	1-866-566-2583 (BLU)

The bill also includes a warning: 'You may get calls from aggressive telemarketers trying to convince you to switch service. BEWARE! You switched to Blue Casa for a reason. You are Home!' and a late payment charge notice. At the bottom, it provides instructions for payment and a note to avoid delays with payment.

Blue Casa

Login form
fields placed
on right
sidebar

Phone Company with Customer Service that will make you smile
http://test.bluecasa.com/en/index.php

English Español

Home
Company
Calling Plans
Call Me

Your New Home Phone Company

Welcome Home

You now have a choice in home phone service

Get your local and long distance service from Blue Casa. You'll get it all on one bill with one phone number to call for any need.

Call 866-566-BLUE toll free

Keep your phone number, improve everything else
When you switch to Blue Casa you'll keep your current phone number, keep the features you have today, or even add more. [More features...](#)

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- 30 Million have Switched MOV / 926 kb
- Same, just Different MOV / 931 kb

Featured Promotion
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Unlimited Local
75 Minutes of Anytime Long Distance
5 Calling Features

Blue Casa Unlimited
\$49⁹⁹
Unlimited Local
Unlimited Long Distance
5 Calling Features

Need more?
» [Questions](#)
» [Online Media](#)
» [Contact Us](#)

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- 30 Million have Switched MOV / 926 kb
- Same, just Different MOV / 931 kb

Pay your Bill
Username:
Password:

[Click here to register](#)
Forgot Password? Remember me

Payment Centers
Find a Payment Center near you
Zip Code:

Need more?
» [Questions](#)
» [Online Media](#)
» [Contact Us](#)

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Blue Casa

Sign up process

Phone Company with Customer Service that will make you smile
http://test.bluecasa.com/en/index.php

English Español
Account Information
Pay My Bill
Payment History
Sign Out

Online Payment Center

REGISTRATION

Thanks for using our Online Payment Center.
Registering is very easy, all you need is your most recent bill and complete the following fields: [View Labels for Examples](#)

Account Number:
Last Amount Due:

EXAMPLE

Bill amount due **\$58.89**
Due Date **October 27, 2007**

Account number

Pay by Mail
Pay by Phone
Cash Payment Center
Online Payment Center

Sign up Today for Automatic Payments
• You will receive **60 FREE** Long Distance minutes!
• You may win 1 of 50 digital cameras!

How to Understand Your Bill

Payment Centers
Find a Payment Center near you
Zip Code:

Need More?
Pay by Mail
Pay by Phone
Cash Payment Center
Online Payment Center

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All Rights Reserved

Phone Company with Customer Service that will make you smile
http://test.bluecasa.com/en/index.php

English Español
Account Information
Pay My Bill
Payment History
Sign Out

Online Payment Center

REGISTRATION

Please fill out the required fields

Desired Username:
Use 6 or more characters or numbers.

Password:
Use 6 or more characters or numbers.

Confirm Password:

Password Hint:

Email Address:

Confirm Email Address:

TERMS AND CONDITIONS

I authorize Blue Casa Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor odio id nisi. Pellentesque imperdiet, neque aliquam gravida lobortis, libero eros porttitor justo, ac tempus ipsum lacus a diam. Nulla lacinia neque ut orci. Aliquam ultrices, turpis non suscipit lacinia, ante ipsum fermentum ligula, at commodo velit lacus in metus. Sed eros. Aliquam eget eros nec sapien molestie tempus. Suspendisse hendrerit. Phasellus commodo. Duis nonummy, turpis id volutpat interdum, nulla mi tincidunt arcu, a vehicula eros nunc nec nulla. Sed augue. Sed eu arcu eu massa rhoncus interdum. In laculis nisi et mauris. Integer placerat ligula a pede interdum hendrerit.

By clicking 'Submit' you agree to the above Terms & Conditions.

Blue Casa will never share your personal information, including your e-mail address, without your explicit permission.
[View our Privacy Policy.](#)

Sign up Today for Automatic Payments
• You will receive **60 FREE** Long Distance minutes!
• You may win 1 of 50 digital cameras!

How to Understand Your Bill

Payment Centers
Find a Payment Center near you
Zip Code:

Need More?
Pay by Mail
Pay by Phone
Cash Payment Center
Online Payment Center

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Development

The development team used a responsive design approach to ensure functionality across all devices, including desktops, tablets, and smartphones. The following technologies and integrations were selected for the project:

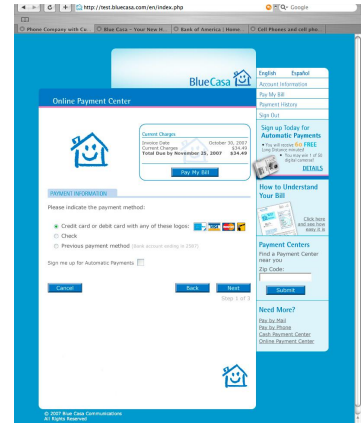
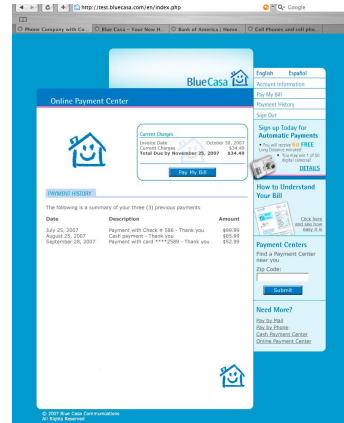
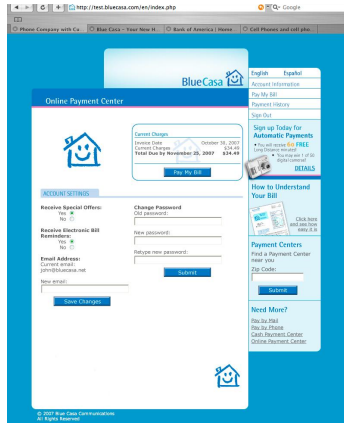
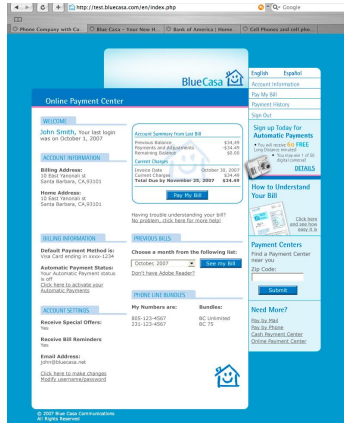
Frontend: HTML/CSS.

Backend: Ruby on rails.

Payment Integration: Authorize.net.

Blue Casa

Successful login



Deployment & Optimization

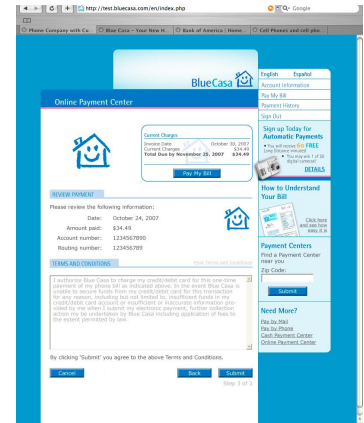
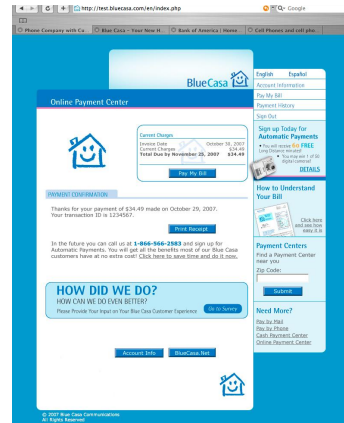
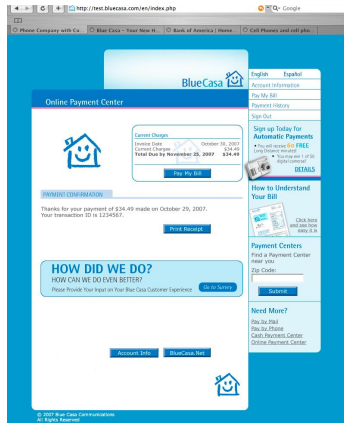
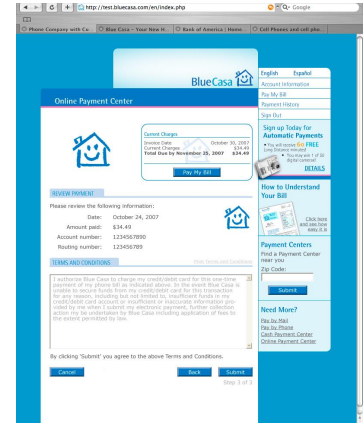
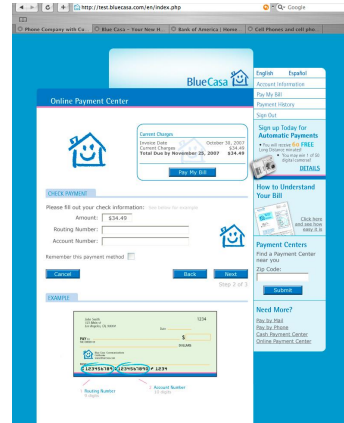
After successful development, the portal was deployed on a cloud platform for scalability and performance. A phased rollout was conducted, initially targeting a small subset of customers to gather feedback and resolve any issues before a full launch.

Post-deployment, the team monitored the portal's performance and gathered feedback to make necessary adjustments, focusing on:

- Reducing load times
- Improving error handling in payment processing
- Enhancing the UI for better readability and ease of use

Blue Casa

Payment flow



Results

- Increased Adoption and Customer Satisfaction: Within the first six months, 70% of customers enrolled in the portal for bill payment, and customer satisfaction scores increased by 20%.
- Reduction in Support Calls: The company saw a 35% reduction in billing-related support calls, decreasing operational costs.
- Faster Payment Collection: The online system resulted in a 25% improvement in on-time bill payments, enhancing cash flow.

Conclusion

Blue Casa's web portal was a successful digital transformation initiative that enhanced the billing experience, reduced operational costs, and improved customer satisfaction. The project highlights how traditional service providers can leverage digital solutions to meet modern customer expectations and streamline operations.