

SIERRAWREN



UX Content Designer

— Speed Boost

Speed Boost is offered to Spectrum Internet customers who have one of our advanced routers. When connected to Advanced Home WiFi, they're able to enjoy faster speeds on their Spectrum Mobile device.

My role: Content designer

Collaboration: UX designer, business lead, project managers, developers, research

Focus: Iconography, visual hierarchy, understandable copy

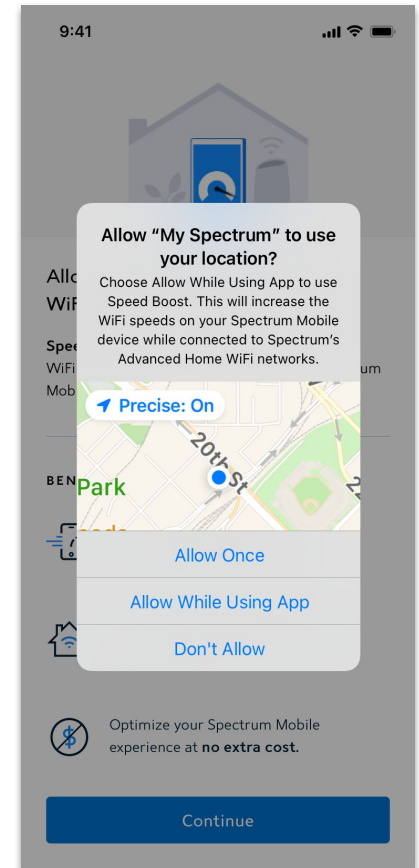
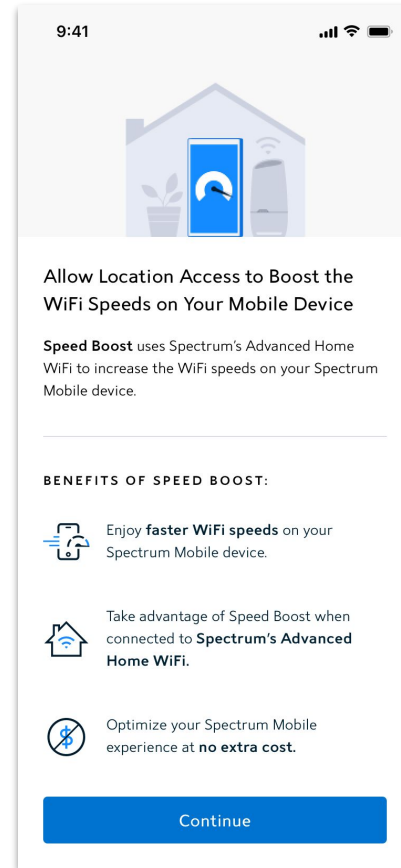
Challenges: Customer education, system prompts, multiple scenarios

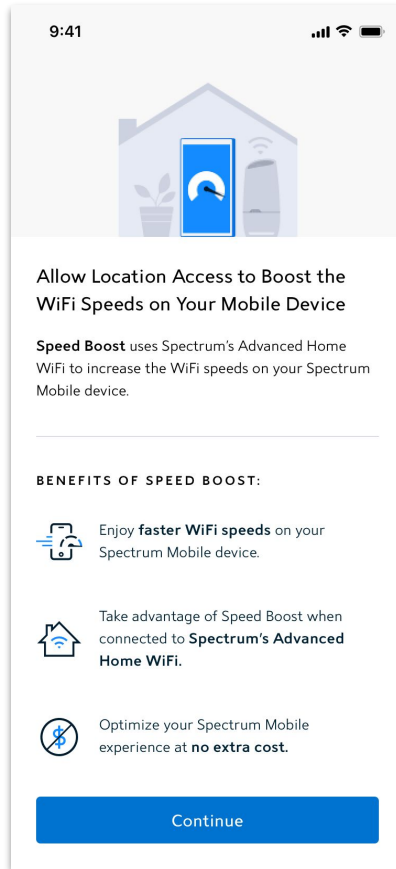
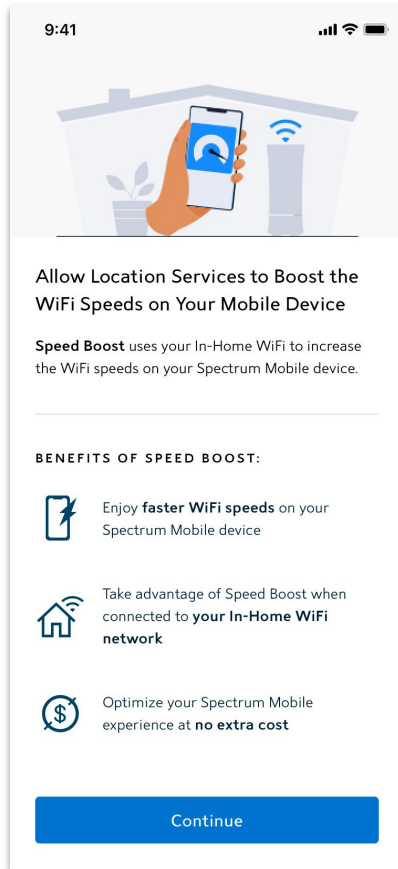
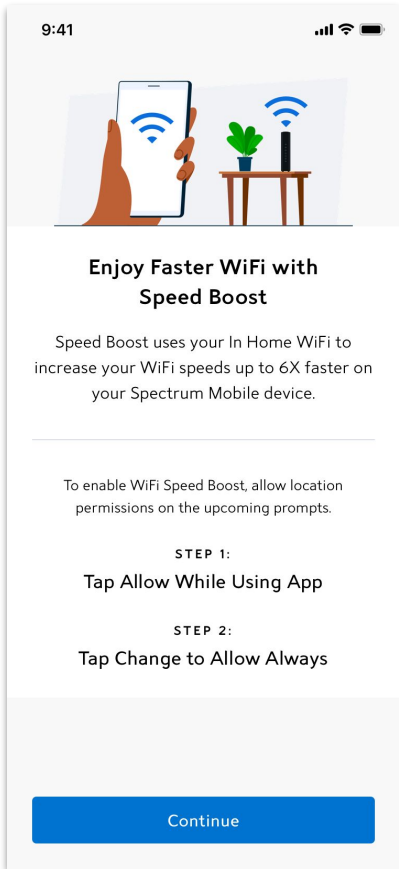
Challenges

Customer education: The first screen is our “pre-alert”, where customers learn about the benefits of allowing location access and utilizing Speed Boost.

System prompts: The second screen occurs immediately after the pre-alert; we encourage users to choose Allow While Using App in order to get the best benefit of Speed Boost.

Multiple scenarios: If customers select Allow Once or Don't Allow, we crafted alternate screens to encourage them to update their settings.



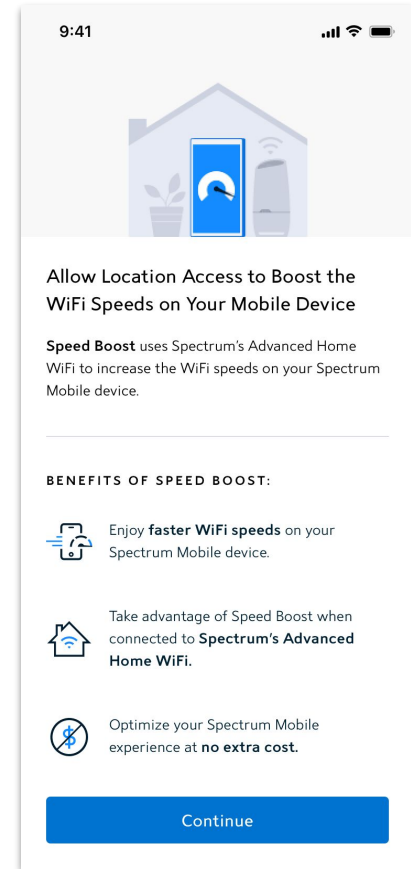
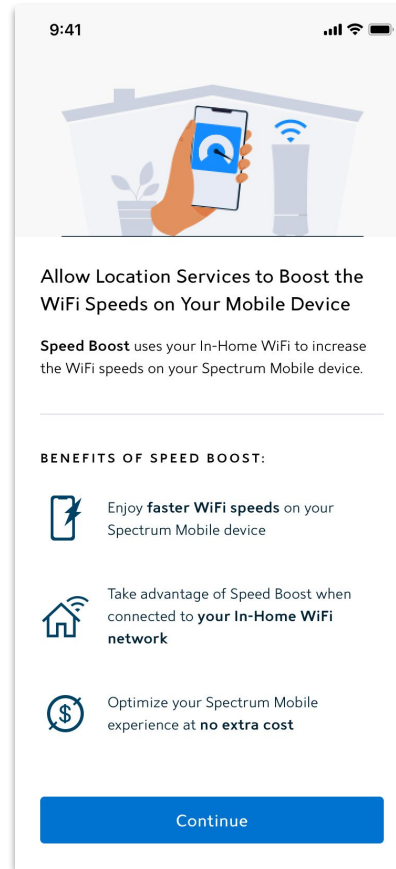
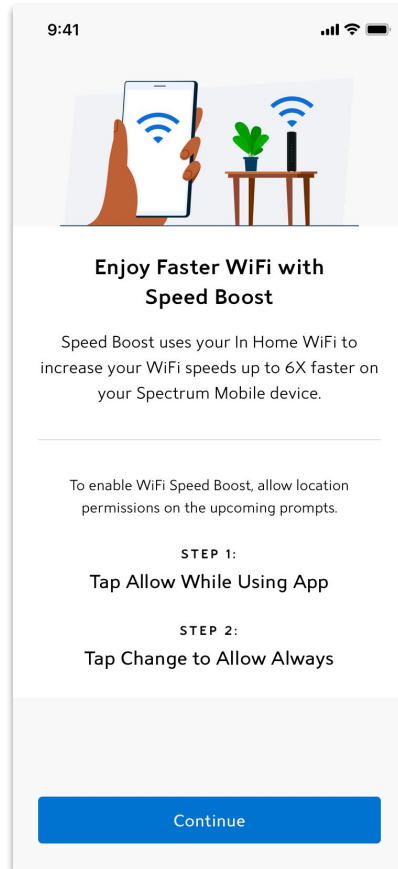


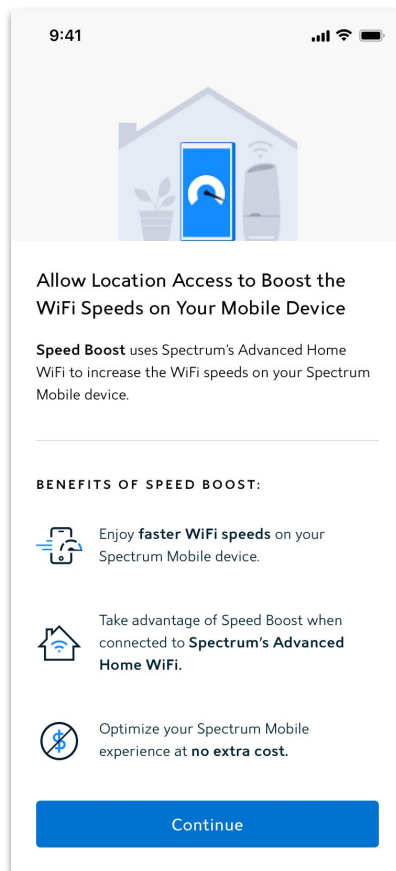
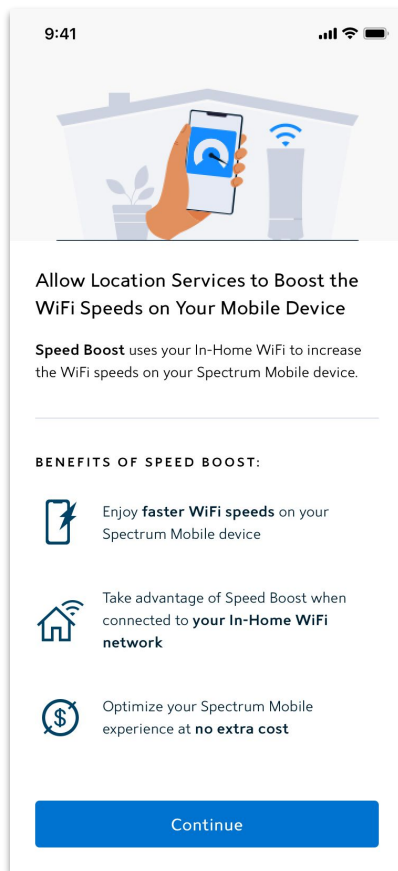
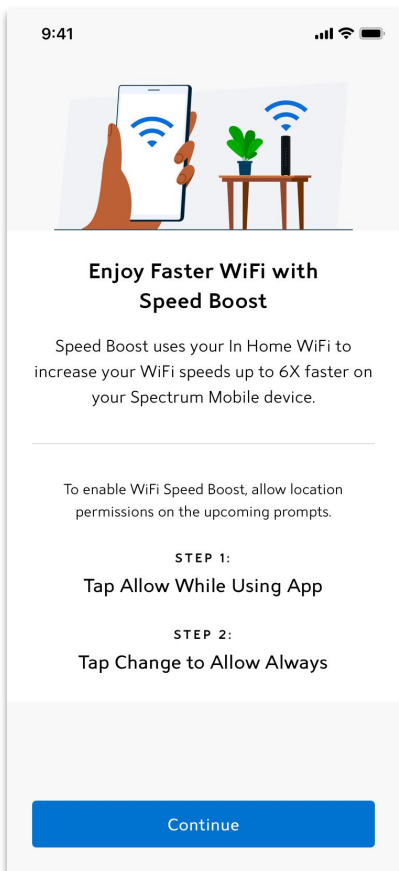
Iconography:

When we started iterating, we focused on the steps users needed to complete in order to enable Speed Boost. This changed to listing the benefits, which were aided by individual icons.

Visual hierarchy:

There was a lot of information to cover in this pre-alert screen, so we explored font weight, style, and size options, as well as adding icons to draw the eyes to the benefits of Speed Boost.





Understandable copy:

We learned more about our various business requirements as we iterated on this screen. The first version (far left) was pretty bare; the final version (far right) includes specific Spectrum products as well as an emphasis on benefits that resonate with our customers.