

Creating an Additional WiFi Network

Spectrum's Advanced WiFi service is intended to serve small and medium businesses as well as residential customers. These customers requested the ability to create an additional WiFi network for a variety of reasons, including managing main and guest networks or maintaining IoT devices.

My role: Content design, UX design, UX research

Collaboration: UX Design, Accessibility, Engineering, Product Management

Focus: Placement for this new feature; understandable copy to set up additional network and change settings later on

Challenges: Meeting business requirements for a new feature without redesigning what customers are already familiar with; understanding the constraints of QR code sharing

Collaboration

Collaborating with various teams allowed us to design an intuitive user experience.

UX Design: Exploring multiple iterations of the set up flow; creating a prototype for usability testing.

Accessibility: Assisting with correct heading hierarchy and alt text.

Engineering: Explaining the backend capabilities for QR code sharing.

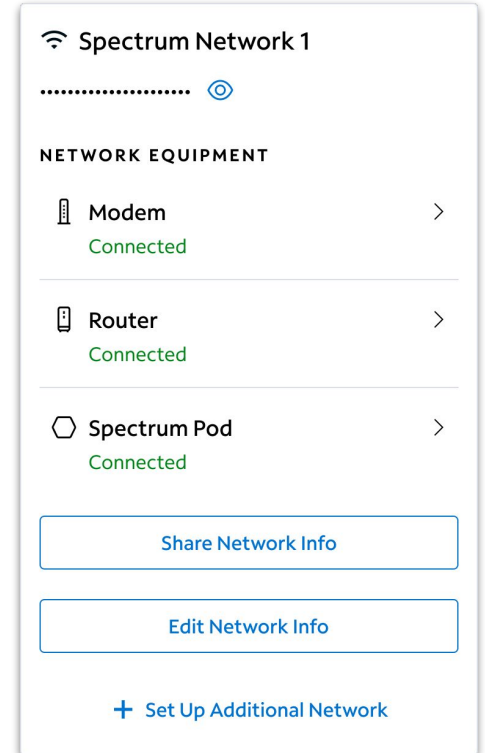
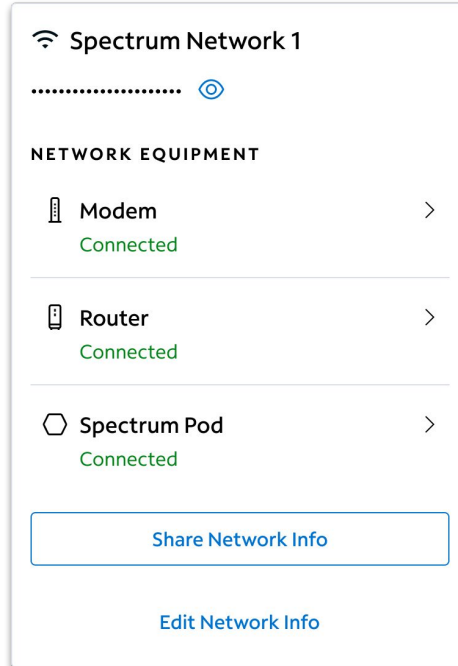
Product Management: Providing the business requirements and sharing customer feedback.

Empty State Exploration

As the content designer, I was challenged to take the technical terms provided in the business requirements (“enable”, “toggle on”) and ensure their meanings were conveyed in the customer-facing copy.

Left: It was important to use plain language, so we explored “set up” and “create” before deciding to use both in the card version.

Right: We also explored an iteration using just a CTA, but weren’t confident customers would notice it or understand what it meant without additional context.

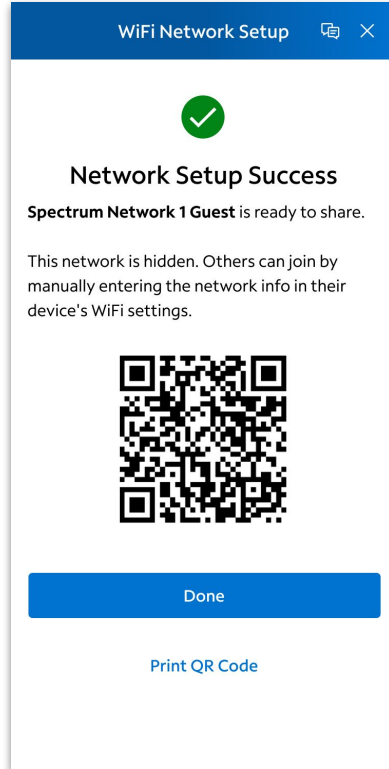
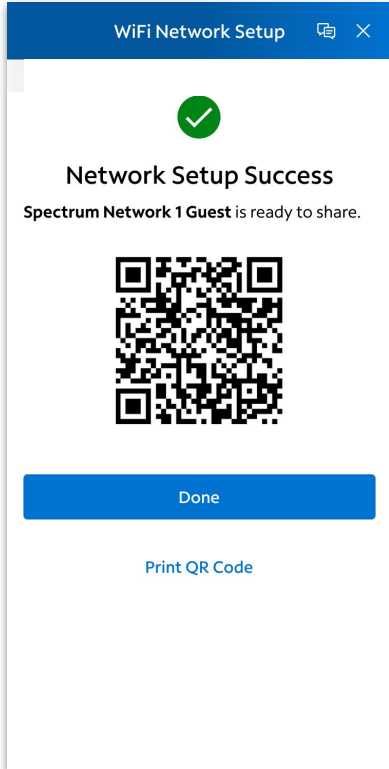


QR Code Sharing

Customers are already able to share their network info using a QR code. We wanted to include this same functionality for the additional network, and used this sharing screen as the end of the set up flow.

Left: It's important to include the network name on this screen, as a way to confirm the information they just entered. Additionally, some customers might want to print the QR code to post in a place where others can easily scan it.

Right: One of the business requirements was the option to make this additional network hidden, which created a challenge for concise and understandable copy.



Usability Testing – Scenario and Prototype

After initial design reviews by internal stakeholders, I set up remote unmoderated usability testing to determine whether the placement of this new feature was easy to find and if the terminology we'd decided upon made sense.

[Additional Network Figma Prototype](#)

Scenario: You're a Spectrum customer with Internet services.

- **Task 1:** You currently have one WiFi network. Create another network and make it hidden, so that others will only be able to join once you've shared the network info with them.
- **Task 2:** You decide to use your additional WiFi network for your guests. Rename this network and make it visible, so others can easily join using the network info.

Usability Testing – Headlines

- 7/8 participants were able to create an additional WiFi network.
 - Of these seven participants, **four** said they would be likely to use this feature, for reasons like security, privacy, and better bandwidth.
- A couple participants referred to the “green check box” and “success message” when rating their confidence in successfully completing this task.
- 7/8 participants were able to edit their additional WiFi network info. “Manage Network” was an intuitive CTA for users to change their network info.
- Very few users read the body copy on the Set Up Additional WiFi Network card or the microcopy under the Hide Network check box.
- The Change Network Info dialog made most users pause momentarily.

Usability Testing – Highlights

“I would say mixed feelings here because once I found the right location, it felt very easy, but initially I didn’t find it very obvious that it was going to be under Services.”

– P7, rating the ease of setting up an additional network

“I think it was easy... I think the website is laid out in such a neat and clean way... it works the way I expected it to.”

– P1, rating the ease of editing the additional network info

Usability Testing – Takeaways

- 4/8 participants wanted to click on “Add or Upgrade” within the left hand menu.
 - One participant was convinced this is where they needed to go, even though it wasn’t clickable. They were unable to complete either task.
- 3/8 participants wanted to click on “Manage Domain” within the Your Services section.
 - The title “Your Services” here is confusing with “Services” in the left hand menu – how can we differentiate Internet or TV as a service we provide from their ability to access email and manage their domain?
- 2/8 participants browsed the Popular Support topics section before completing the first task.
 - Who decides which articles to include in this section?