

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, UI design, UX research

Collaboration: Accessibility, engineering, product management

Focus: Feature placement, understandable copy

Challenges: Balancing business requirements, constraints of QR code sharing

Collaboration

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

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.

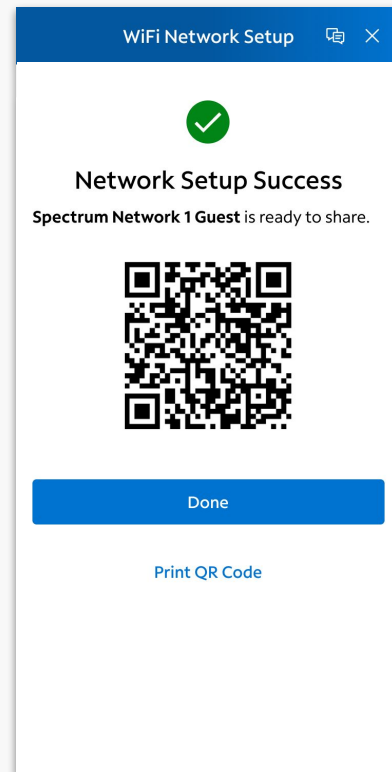
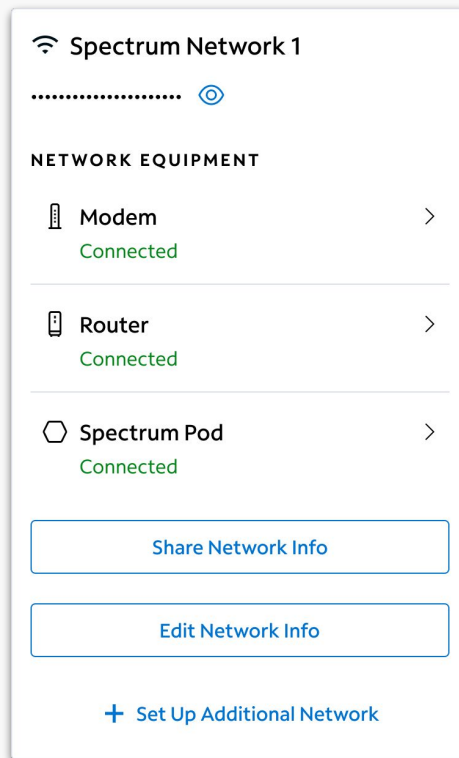
Challenges

Balancing business requirements with customer needs:

- How to add a new feature without redesigning the space customers are already familiar with
- How to spotlight new feature and educate customers on its use

Understanding the constraints of QR code sharing:

- Added complexity with hidden network

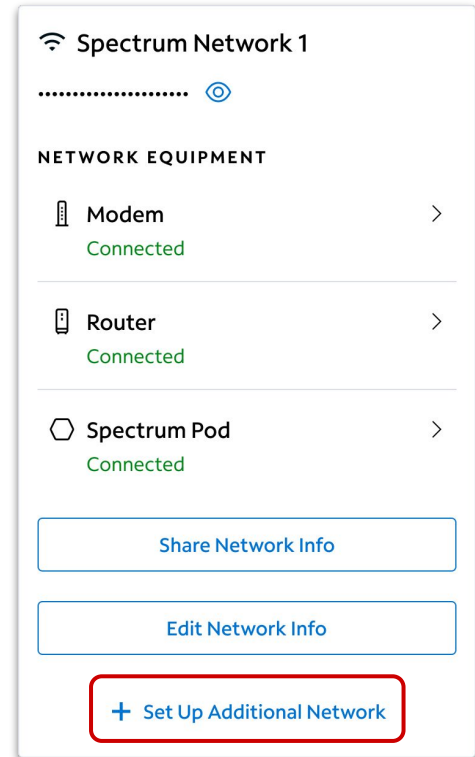
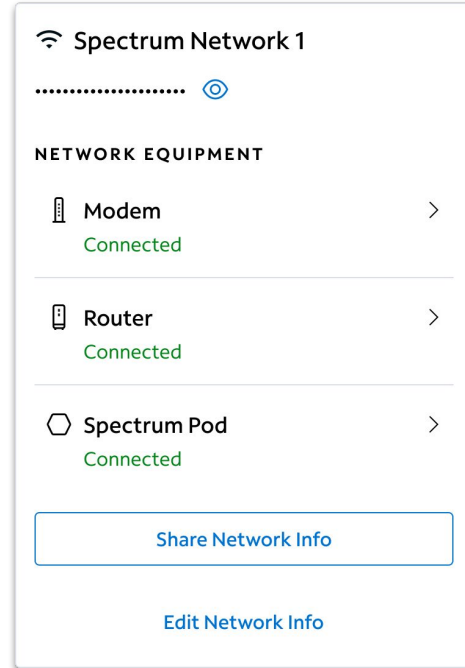


Empty State Exploration

When focusing on the content, 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.

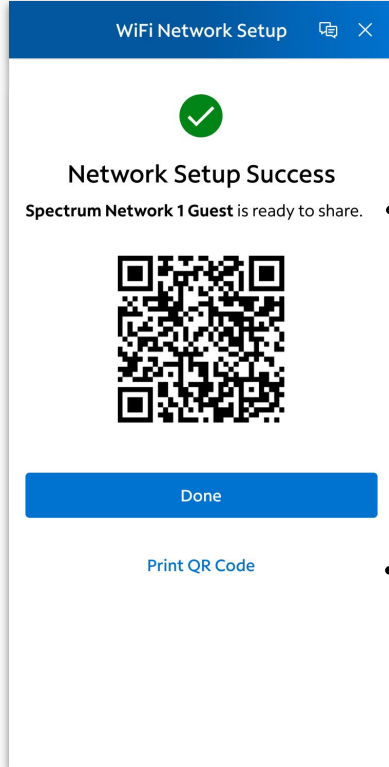
Left: It was important to use plain language, so we explored “set up” and “create” before deciding to use both in the card version.

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

Visible Network



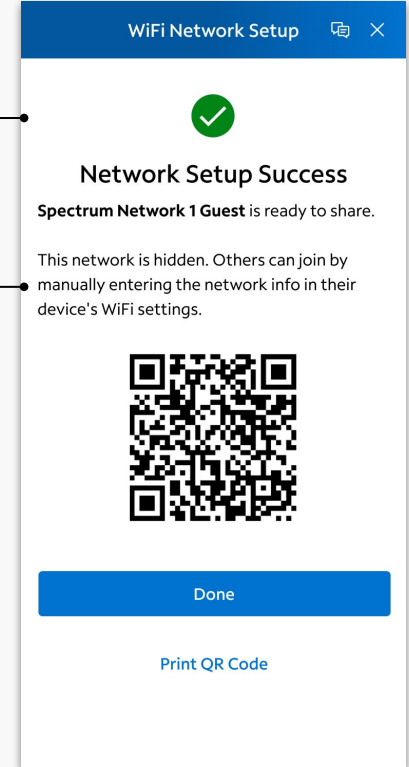
Include network name

Draw attention to task success

Provide info on network visibility

Offer ability to print

Hidden Network



Usability Testing: Scenario and Prototype

After initial design reviews by internal stakeholders, I created the prototype and 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.

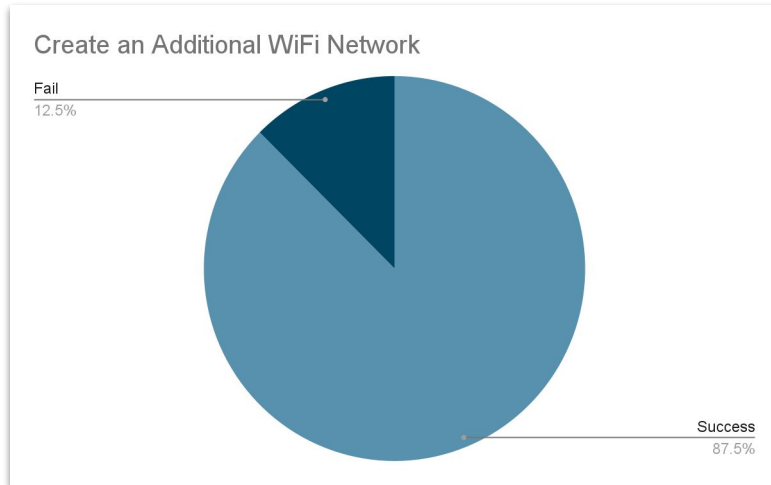
[Additional Network Figma Prototype](#)

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

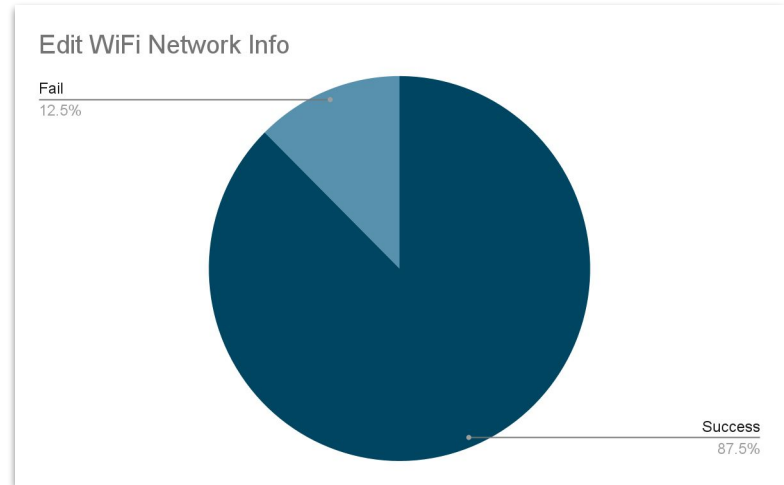
- Task 1: You currently have one WiFi network. Create another network and make it hidden, so that others will only be able to join once you've shared the network info with them.
- Task 2: You decide to use your additional WiFi network for your guests. Rename this network and make it visible, so others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

Usability Testing: Headlines

7/8 participants were able to create an additional WiFi network



7/8 participants were able to edit their additional WiFi network info



Usability Testing: Headlines

- Of the seven participants who were able to create an additional WiFi network, **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.
- 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 “Upgrade” within the left hand menu

3/8 participants wanted to click on “Manage Domain” within the Your Services section

2/8 participants browsed the Popular Support topics section before completing the first task

Next Steps

- How can we differentiate Internet or TV as a service we provide from their ability to access email and manage their domain?
- Who decides which articles to include in the Support section?

