Services Page Redesign Product Analysis

Troubleshooting Omni Team - August 2021

Spectrum

Problem Statement

Customers need easier and faster ways to understand the state of their equipment, so they can solve their internet problems with less confusion.

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Services Redesign Hypothesis

Customers will be better able to understand and solve their internet problems independently

if relevant information is organized more clearly and efficiently.

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The Body of Research

To date, at least seven research activities have been conducted which include the Internet Tab or troubleshooting journeys.

1 Troubleshoot Interviews: Helping Define the Customer Journey

January 2021 NH

https://chalk.charter.com/pages/viewpage.action?pageId=1115977257

2 Services and Equipment Redesign Usability Testing

December 2020 NH

https://chalk.charter.com/pages/viewpage.action?pageId=1101825527

3 Enhanced Troubleshooting Alignment Workshop

November 2020

https://chalk.charter.com/pages/viewpage.action?pageId=1072853658

4 Internet Equipment Troubleshooting Planning Workshop

July 2019 JH

https://chalk.charter.com/x/EHMXKw

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The Body of Research

To date, at least seven research activities have been conducted which include the Internet Tab or troubleshooting journeys.

5 Internet Equipment Troubleshooting Testing

June 2019 JH

https://chalk.charter.com/pages/viewpage.action?pageId=751505939

6 Spectrum Business Equipment Usability

June 2018 BK

https://chalk.charter.com/pages/viewpage.action?pageId=1072853658

7 MSA Reset Nomenclature Test

Nov 2019 EO

https://chalk.charter.com/pages/viewpage.action?pageId=831079209

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What we know from research

Package Speed
Customers want to know what they're paying for and if actual speeds match their package.

Internet Status
Customers need a clear way to assess the status of their internet at a glance by seeing only key information.

Troubleshooting
Customers need to understand the automatic option we're offering to restart their equipment instead of having mis-aligned expectations.

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What we know from research, cont.

Equipment Comprehension
Customers need clearer and easier ways to identify equipment types and the status of each along with clear and concise CTA action text and labels.

Faster Problem Solving
Customers need less repeated information, so they can clearly see available options for faster triage.

Context
Customers need a context in which to interpret their internet capability and to make good decisions about troubleshooting.

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Data

We're monitoring data regularly and hearing from VOC around customer pain points.

VOC Troubleshooting Issues:

· 8% of feedback from SpecNet is in regard to users being unable to view and change their network name and password.

· Customers have an expectation that we will have an extensive troubleshooting flow, when all we're providing is an equipment reset.

Other Stats:

· The top 2 repair call drivers are No Connectivity and Intermittent Connectivity.

· There are over 1M views of each of these Support articles every month: Authorized Modems, Internet Troubleshooting, Programming your Remote, Spectrum Speed Test, Connecting to Your Wireless Network, Reset or Reboot your Modem and Router.

· 129K customers begin an equipment reset each month.

Internet Tab Redesign

Solving for Research-based problems

Consolidated Information

- Efficient use of vertical space

- Less repeated information

- Aligned with Mobile 2.0 designs.

Your Services

Internet   Mobile   TV   Home Phone

✓ **Your Internet Is Connected**

Your Plan: Internet Ultra   [600+] Mbps

View Plan Details   Upgrade Your Service

Speed Test

Evaluate your internet performance.

Test Your Speed

WiFi Network Name and Password
BackOffice: ***********

Modem
Connected

Router
Connected

Ben's Room
Pod | Connected

Explore

Go to Security Suite

Create Email

Activate Equipment

Helpful Support

Maximize your internet and WiFi speed

Troubleshoot your internet

Restart or reset your modem or router

Understand the lights on your modem

Mobile 2.0

Your Services

Internet   Mobile   TV   Home Phone

Manage Your Mobile Lines

+ Add a Line

BY THE GIG PLAN ⓘ

Total used on By the Gig lines: **3.5 GB** | Days left in cycle: **21** | ⚠ Includes an additional **1 GB** of data for **$14**

Vader
Apple iPhone XS, Gold, 65 GB | (333) 333-3333   Ready to Activate

ObiWan
Samsung Galaxy X20 Ultra, Silver, 256 GB | (222) 333-3333   1.5 GB Used

Paired with Obi's Apple Watch < and # other device(s)>

Luke   Eligible for Upgrade
Apple iPhone 11, Green, 356 GB | (111) 333-3333   2.0 GB Used

Internet Tab Redesign

Solving for Research-based problems

Equipment List Improvements

- Replace unreadable thumbnails with more meaningful icons.

- Make connection status prominent with icon at left.

- Avoid repetitive actions through using clickable list cards.

Old
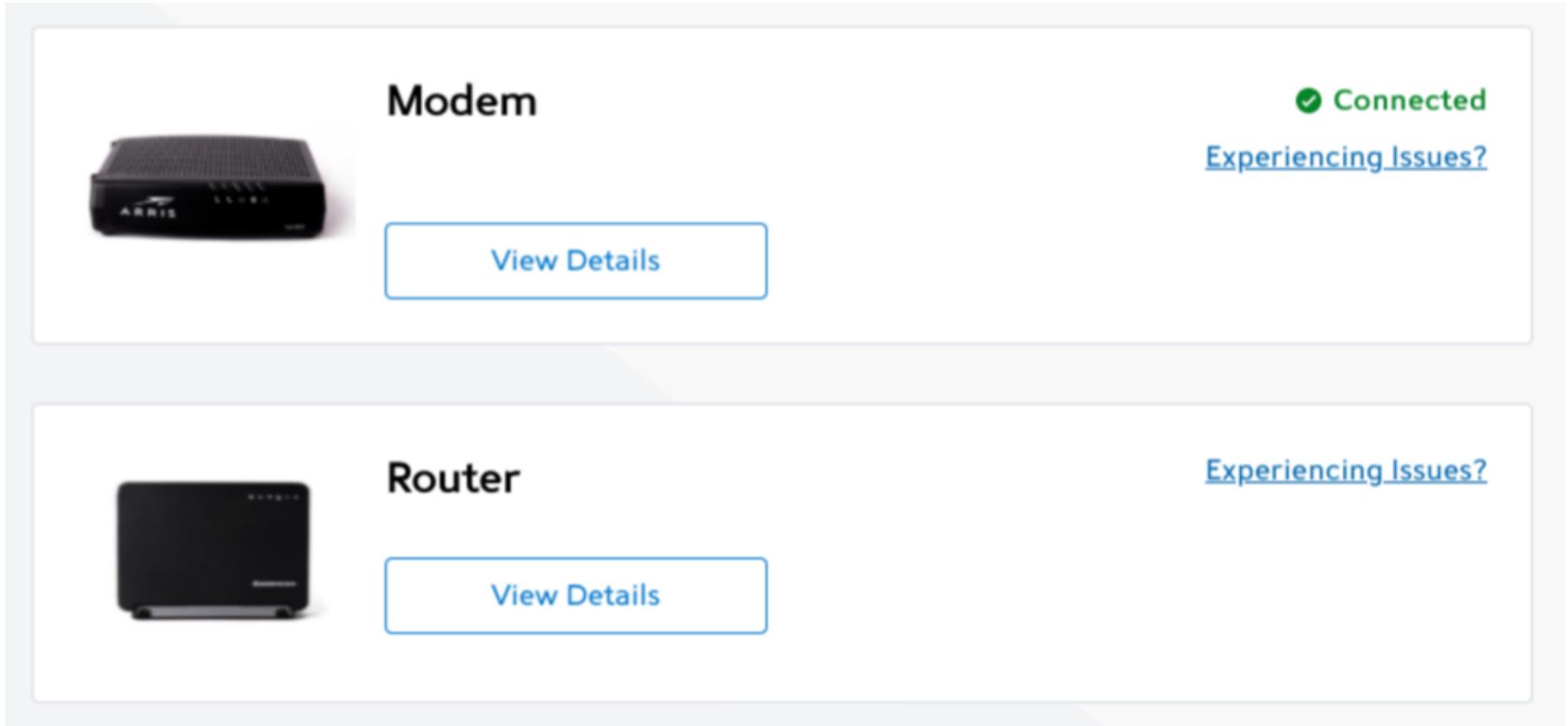
New
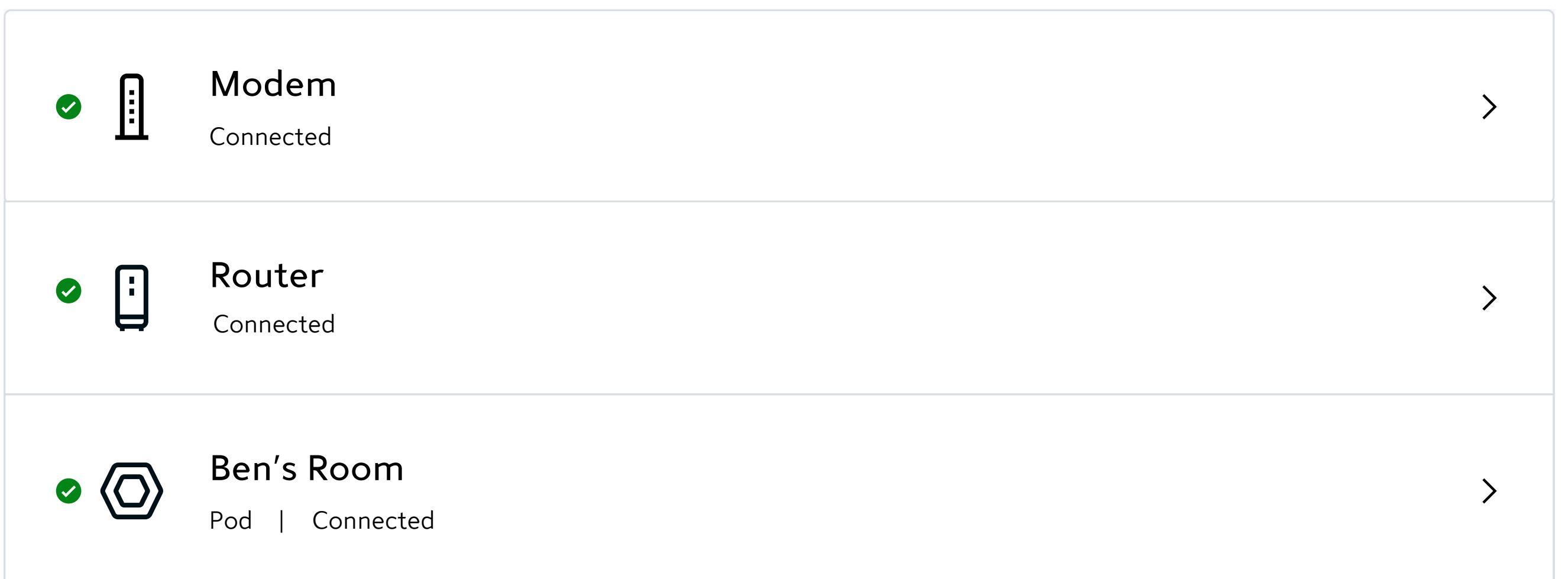
Internet Tab Redesign

Solving for Research-based problems

Easy to find password reset

- Replace "Manage Network" terminology with "WiFi Network Name and Password" to make it easier to find.

- Let the user click into the card to view and edit credentials in one place.

- Remove unneeded expand/collapse card which obscured what was inside when closed.

Old

New
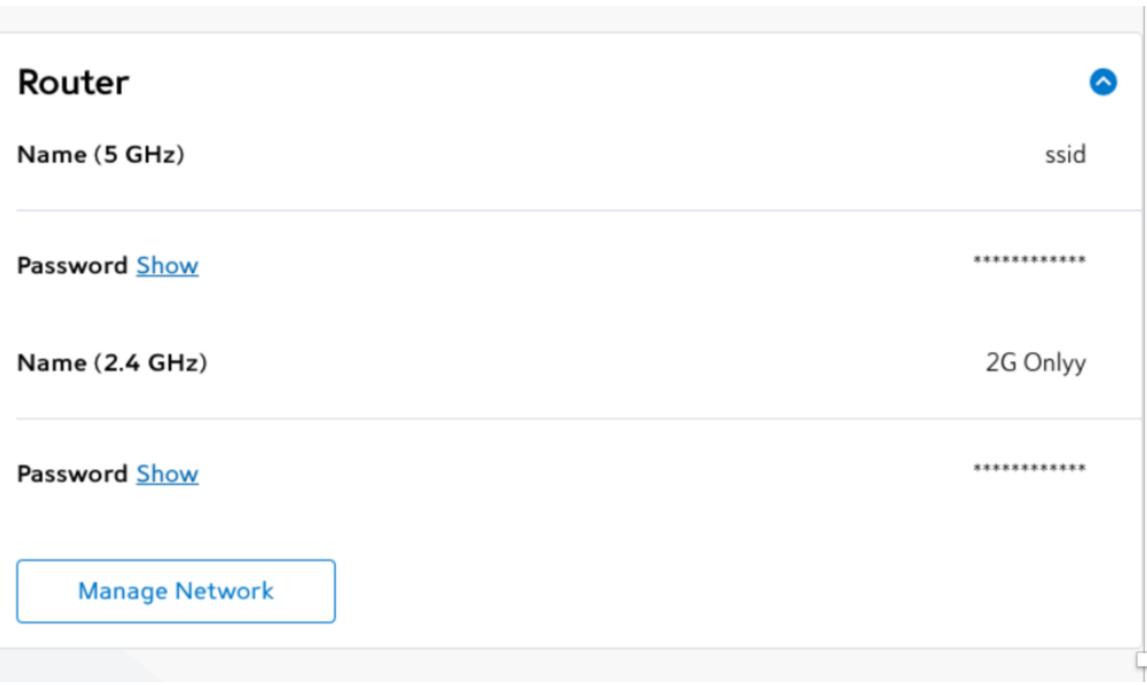
Router ⌃

Name (5 GHz)	ssid
Password Show	••••••••••••
Name (2.4 GHz)	2G Onlyy
Password Show	••••••••••••

[Manage Network]
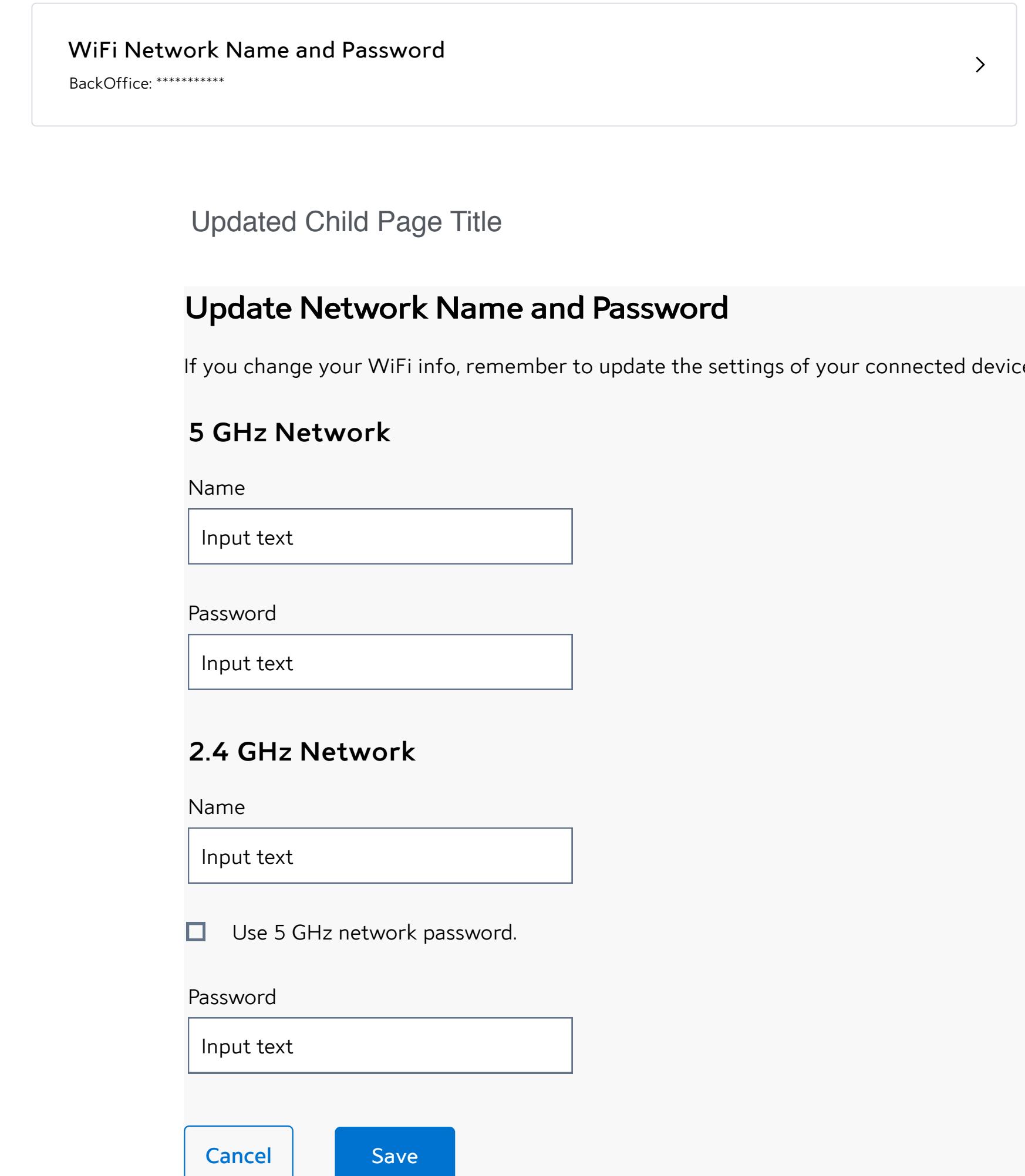
WiFi Network Name and Password
BackOffice: •••••••••••   ›

Updated Child Page Title

Update Network Name and Password

If you change your WiFi info, remember to update the settings of your connected devices.

5 GHz Network

Name
[Input text]

Password
[Input text]

2.4 GHz Network

Name
[Input text]

☐ Use 5 GHz network password.

Password
[Input text]

[Cancel]   [**Save**]

Internet Tab Redesign

Solving for Research-based problems

Consolidated Status Header

Page Header clearly explains the customer's internet status

This design has room for a consolidated equipment restart as a fast follow on.

Equipment Status Headers

✅ **Your Internet Is Connected**

⚠️ **Your Internet Status Isn't Optimal**

You may notice slower internet or spotty performance, We recommend restarting your equipment.

🛑 **Your Internet Has a Connection Issue**

❓ **Your Internet Status Is Unavailable**

Consolidated Restart as Fast Follow On

🛑 **Your Internet Has a Connection Issue**

Restart Your Equipment

Internet Tab Redesign

Solving for Research-based problems

Show Customer Plan and Speed

Let customers see their plan and speed immediately.

Provide links to view more plan details or upgrade.

Emphasize Speed Test

New Speed Test card takes users into our upcoming new troubleshooting flow with customized tips to help solve customer's specific problem.
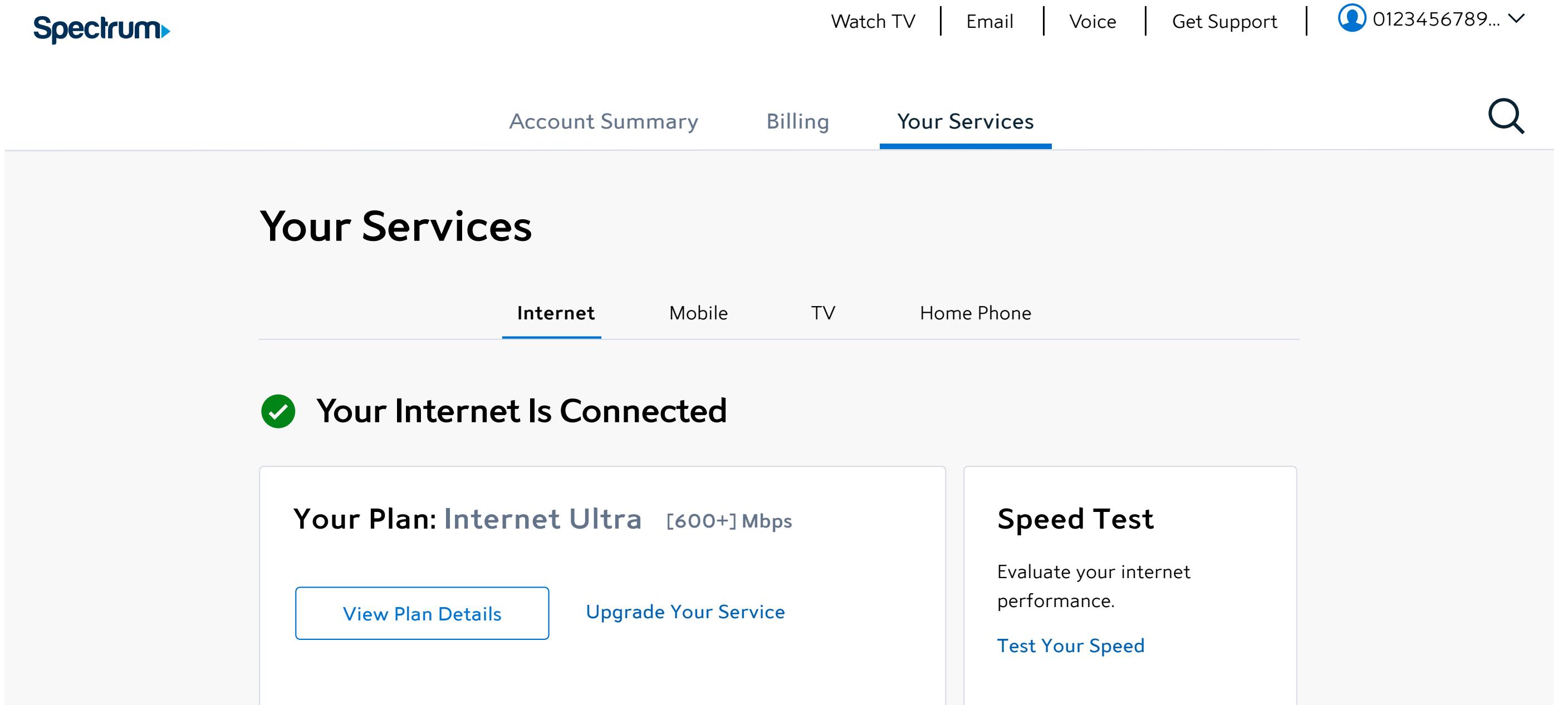
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Watch TV | Email | Voice | Get Support | 👤 0123456789... ⌄

Account Summary   Billing   **Your Services**   🔍

Your Services

Internet   Mobile   TV   Home Phone

✅ **Your Internet Is Connected**

Your Plan: Internet Ultra   [600+] Mbps

[View Plan Details]   Upgrade Your Service

Speed Test

Evaluate your internet performance.

Test Your Speed

Internet Tab Redesign

Solving for Research-based problems

Explore and Helpful Support

Because the page space is consolidated and efficient, links at the bottom of the page can be easily found.

✅ **Your Internet Is Connected**

Your Plan: Internet Ultra   [600+] Mbps

| View Plan Details | Upgrade Your Service |

Speed Test

Evaluate your internet performance.

Test Your Speed

WiFi Network Name and Password
BackOffice: ***********   >

✅ 🗔 **Modem**
Connected   >

✅ 🗔 **Router**
Connected   >

✅ ⬡ **Ben's Room**
Pod | Connected   >

Explore

Go to Security Suite

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Understand the lights on your modem

Thank You.

Working Toward Troubleshooting Solutions That People Love!

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