UX
CASE STUDY

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Compare Internet - UX Case Study

INTRODUCTION

Infinity Sales Group (ISG), creates innovative funnels and compelling content that presents brands and their products in ways that convert site visitors into customers. Their core sector is Telecommunications. Their client list included companies such as Verizon, AT&T, DISH, CenturyLink and many more.

The scope of this task was to create a way for users to easily access internet and cable bundle deals available in their location via zip code or address search capabilities.

As a leader in telecommunications offers, this website would be **compareinternet.com**

STEP 1 - RESEARCH

Our goal was the be the go-to source for customers to find the best cable and internet deals in their area.

Before anything could begin, extensive research had to be done. This was a completely new market area for us, and one we weren't entirely familiar with.

We knew the three key players in the market, so I started by going through each of the websites from both the users point-of view and from a UX analytical perspective.

I compiled a 30 page competitive analysis which listed the do's, dont's and showed screen grabs of consistent best practices across them throughout my exploration.
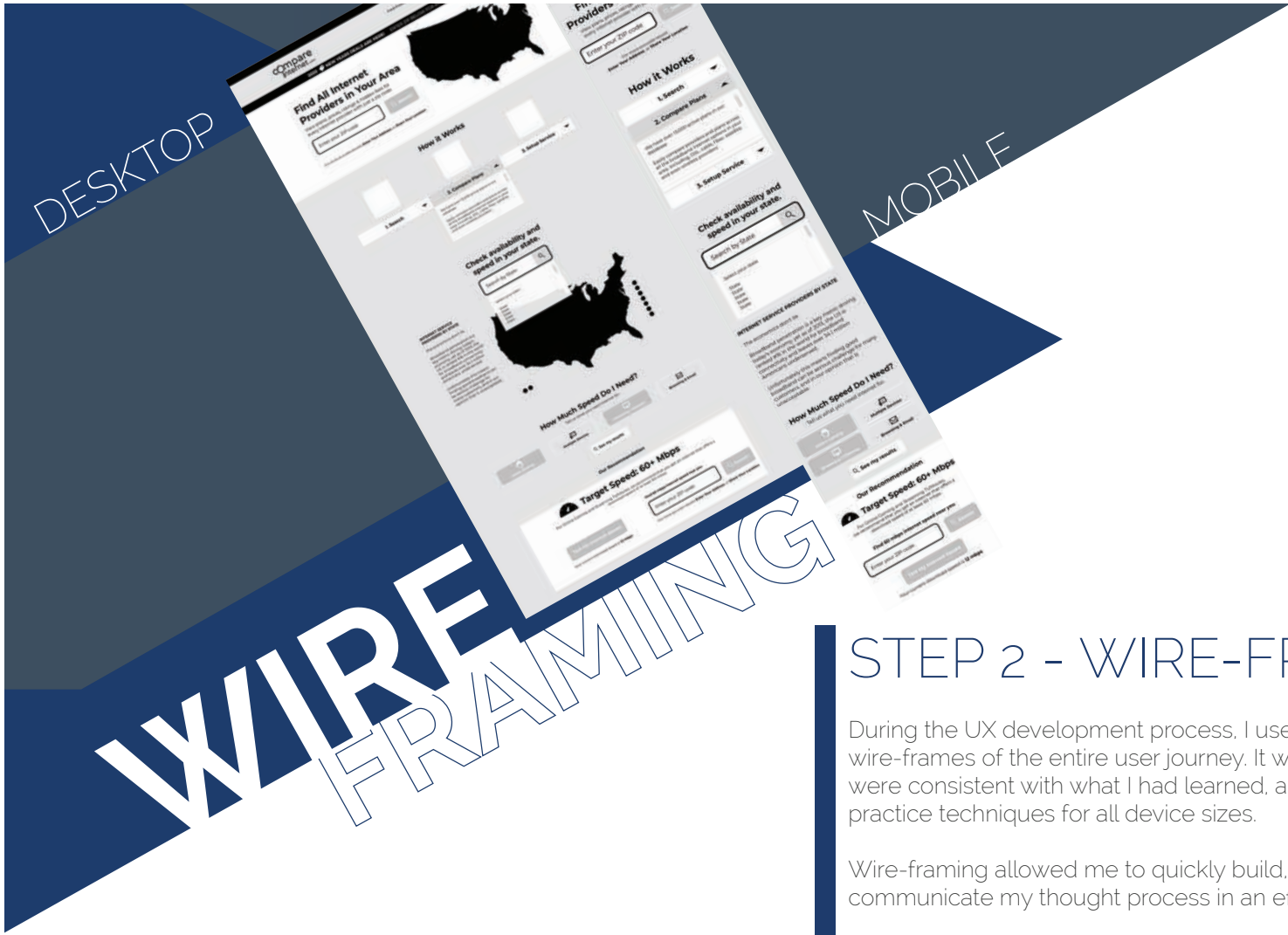
WIRE
FRAMING

STEP 2 - WIRE-FRAMING

During the UX development process, I used my research to develop wire-frames of the entire user journey. It was important that these were consistent with what I had learned, and incorporated best practice techniques for all device sizes.

Wire-framing allowed me to quickly build, make edits and communicate my thought process in an efficient, yet effective manner.

I primarily used Adobe Illustrator and Adobe XD throughout the wire-framing process.

LAY IT ALL OUT THERE

REVIEW

STEP 3 - REVIEWS

During the UX process, it is important that you perform a series of internal and cross-departmental reviews.

We used JIRA as the project management platform for running our Agile process. This ensured there was a sense of transparency and communication throughout each stage.

In some instances, I would need to duscuss the capabilities with the developers, so we were on the same page throught the entire project. In these instances, it helped to print out the entire flow, so we could all take a step back and discuss.

STEP 4 - USER NEEDS

Every customer is different and has different needs when it comes to selecting an internet service provider (ISP).

We wanted to give each customer the tools they needed throughout their journey to show them would be needed for them to have an internet service that suited their specific needs.

Whether they wanted the ability to do online gaming, stream movies, or just access information, it was important that we gave them the tools they needed. These tools included internet speed testing, broadband availablilty maps, as well as the required download and upload speeds to perform certain tasks, etc.
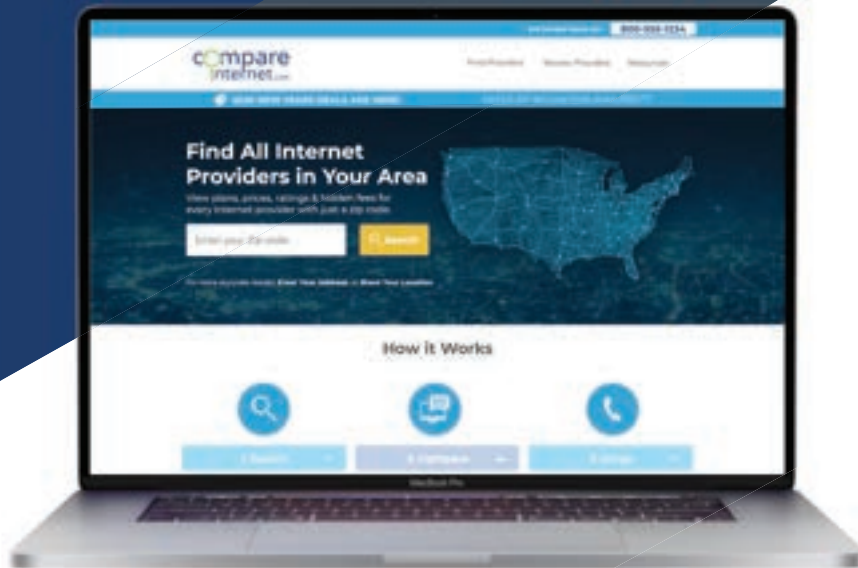
STEP 5 - DESIGN

The final step for this UX process was to design the mockups for compareinternet.com. At this point, the wire-frames, user tools and usability had been established, and it was time to bring it all together.

During this process, I created a web style guide, which consisted of a color palette, key elements, font families and selection to adhere to the hiearchy of the site, and the overall look and feel for a consistent user experience.

The purpose of this was to make sure everything was established and made sence for the designers and developers.

THANK YOU

Tools Used: Adobe InDesign, Illustrator and Photoshop