

# UX CASE STUDY

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UX Case Study - [CompareInternet.com](http://CompareInternet.com)

**compare**  
Internet.com

# Introduction

**About:** 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 Ask:** To design an informative website that made it easy for users to access internet and cable bundle deals in their area.

**The steps included:**

- Entering your zip-code into the search bar
- View all available offers in your city or zip-code
- Filter the offers to exactly what you need
- Complete the purchase transaction

The website would be **compareinternet.com**

# Market Research

## 4 Market Leaders



BROADBANDNOW®



This was a completely new area for us, and while we had over a decade of experience in the telecommunication industry, it was important that we understood how the market leaders were approaching this.

Our goal was to create a website that integrated all of their best practices, while offering additional tools and features to allow for the best user experience.

# Heuristic Assessment

## 30 Page Analysis

As I had to go through each of the sites from beginning to end, it was important to keep the end-user in mind in order to understand the following key factors.

- Were the call-to-actions easily visible?
- Did the flow of the page(s) make sense?
- Were there tools within the site that would help users feel confident in their decision?
- Did the sites perform well across all devices?
- Was the checkout process easy to understand?



# Wire-framing

## Home Page

The goal of the home page was to make sure the users were clear how things worked, how much speed they needed and what kind of internet availability was available to them.

FOR THE BEST DEALS CALL: 800-555-1234


compare  
Internet.com

Find ProvidersReview ProvidersResources

2020NEW YEARS DEALS ARE HERE!ENTER ZIP BELOW FOR AVAILABILITY

Find All Internet Providers in Your Area

View plans, prices, ratings & hidden fees for every internet provider with just a zip code.



For more accurate results: Enter Your Address, or Share Your Location

How it Works

1. Search

We have over 13,000 active plans in our database

2. Compare Plans

Easily compare providers and plans across all the broadband internet options in your area. Including, DSL, cable, fiber, satellite, and even wireless providers.

3. Setup Service

Check availability and speed in your state.


Select your state

State

State

State

State




INTERNET SERVICE PROVIDERS BY STATE

The economics don't lie. Broadband penetration is a key metric driving today's economy; yet as of 2013, the US is ranked #16 in the world for broadband connectivity and leaves over 34.1 million Americans underserved. Unfortunately this means finding good broadband can be serious challenge for many customers, and in our opinion that is unacceptable.

How Much Speed Do I Need?

Tell us what you need internet for.

Our Recommendation

Target Speed: 60+ Mbps

For Online Gaming and Streaming TV/Movies, we recommend that you get an internet that offers a download speed of at least 60 mbps.

Find 60 mbps internet speed near you

Your current download speed is 12 mbps

For more accurate results: Enter Your Address, or Share Your Location

How We're Different

Every Internet Provider, Big & Small

Because of our obsession with having the best data, we're able to show you internet providers in your area that some "locals" may not know about. Now compare that to how most comparison sites work... they only show you the ones they are paid to show you. We think this practice is deceitful so we don't do it. If you've got options, you should know about them, so we'll always show you every provider in your zip code. Fun Fact: Our data is so accurate that in-house staff from major providers use our site daily to find their own coverage area.

We Find Hidden Fees For You!

We hate hidden fees and fine print as much, if not more, than you do. That is why each day our data team is manually combing through providers websites reading the fine print and looking for hidden fees. So far we've collected over 6,000 plans and we've seen every trick in the book for hiding fees, that is why on each plans we're quick to point out:

- Contract length
- Early termination fees
- Monthly equipment costs
- Setup/activation fees
- Data Caps
- And More

Real Customer Ratings

Did you know most comparison websites pay people to "review" their internet provider? You can't trust those reviews. At Compare Internet, we pride ourselves on showing 100% real reviews and ratings from users we know are currently using the service they are reviewing. This is why our ratings are labeled "IP Verified." Because only customers who are coming from an IP address a provider owns, can review that provider. By collecting ratings and reviews this way, we are showing 100% unbiased and un-manipulated ratings from REAL users.

Latest Internet Provider Reviews

Select an Internet Provider

AT&T  
★★★★  
12-10-19  
AT&T was the best call I could have made regarding my internet service.  
Joe - Birmingham, Alabama

AT&T  
★★★★  
12-10-19  
AT&T was the best call I could have made regarding my internet service.  
Joe - Birmingham, Alabama

Search Internet Providers by Service Type

☐DSL

☐Cable

☐Fiber

☐Satellite

Internet Facts and Stats by State

Select your state to make better decisions about internet

1. New Jersey

2. Connecticut

3. Rhode Island

4. New York

5. Massachusetts

6. Delaware

7. Hawaii

8. New Jersey

9. Connecticut

10. Rhode Island

11. New York

12. Massachusetts

1. New Jersey

2. Connecticut

3. Rhode Island

4. New York

5. Massachusetts

6. Delaware

7. Hawaii

8. New Jersey

9. Connecticut

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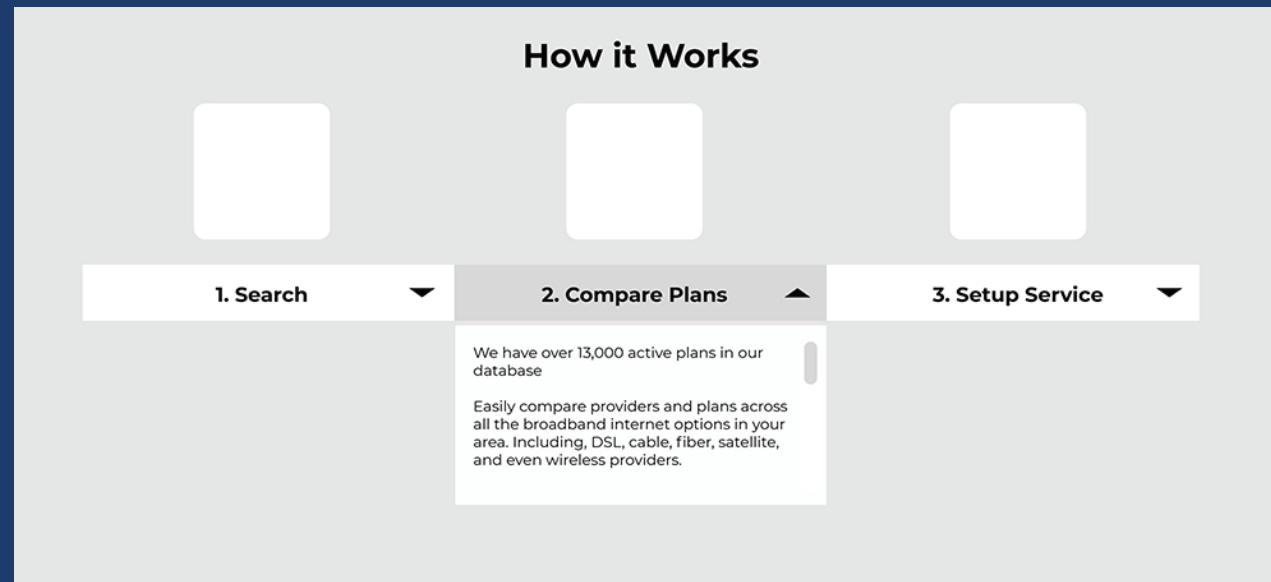
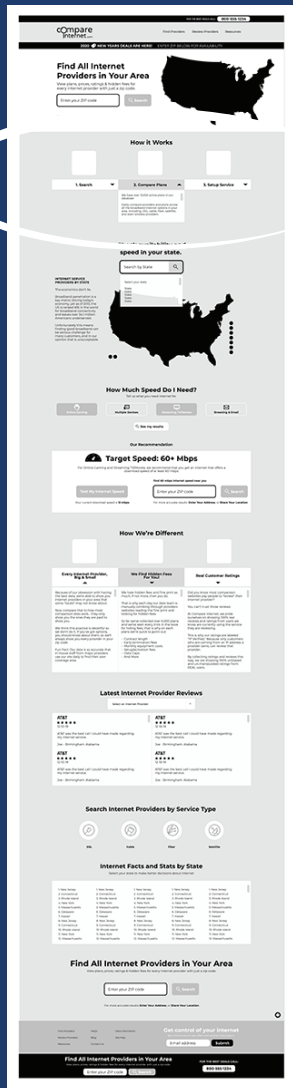
Find All Internet Providers in Your Area

View plans, prices, ratings & hidden fees for every internet provider with just a zip code.

For more accurate results: Enter Your Address, or Share Your Location

# Wire-framing

## How it Works

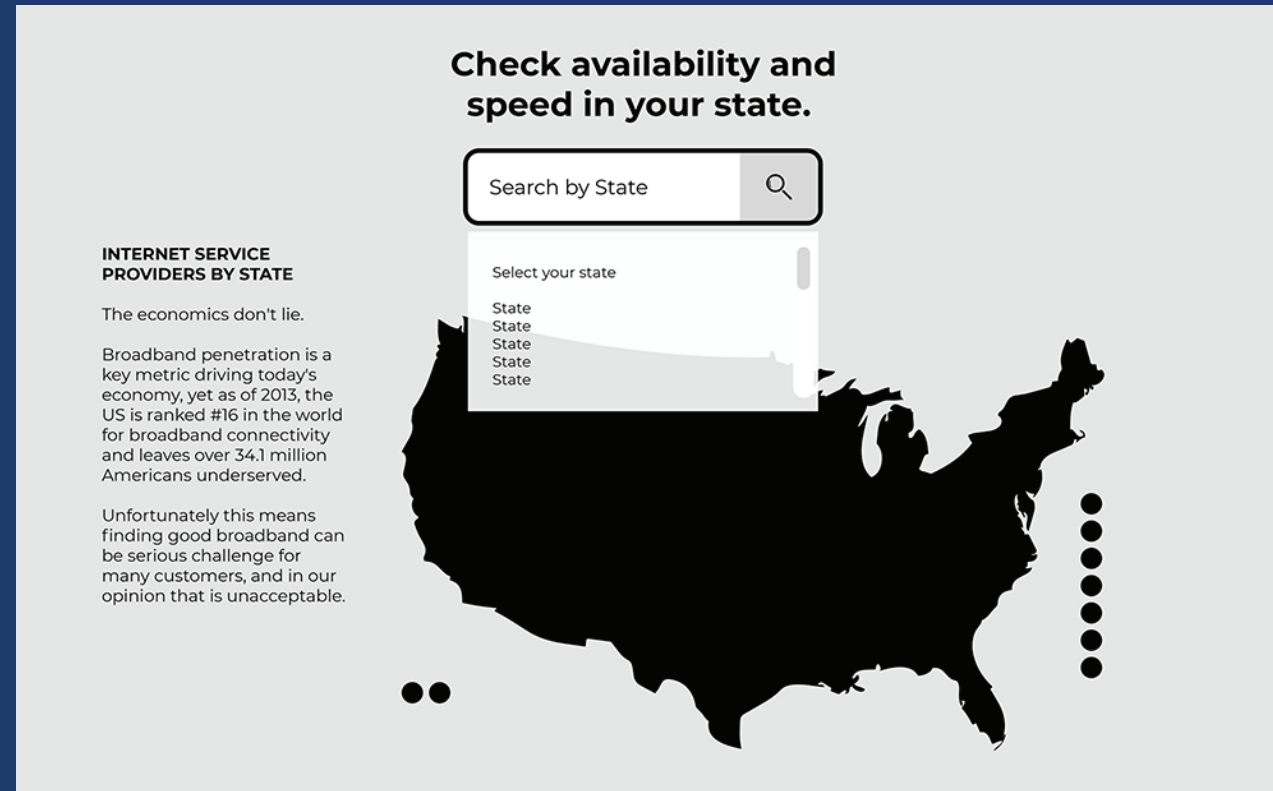
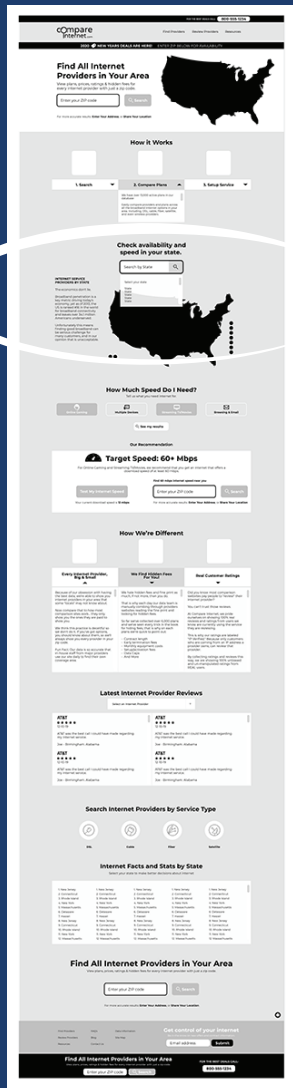


It was important that the user understood the process and how everything worked in order to make a confident and informed decision.

I decided to illustrate that by using a three-step process, that used dropdown functionality which generated a better use of page space.

# Wire-framing

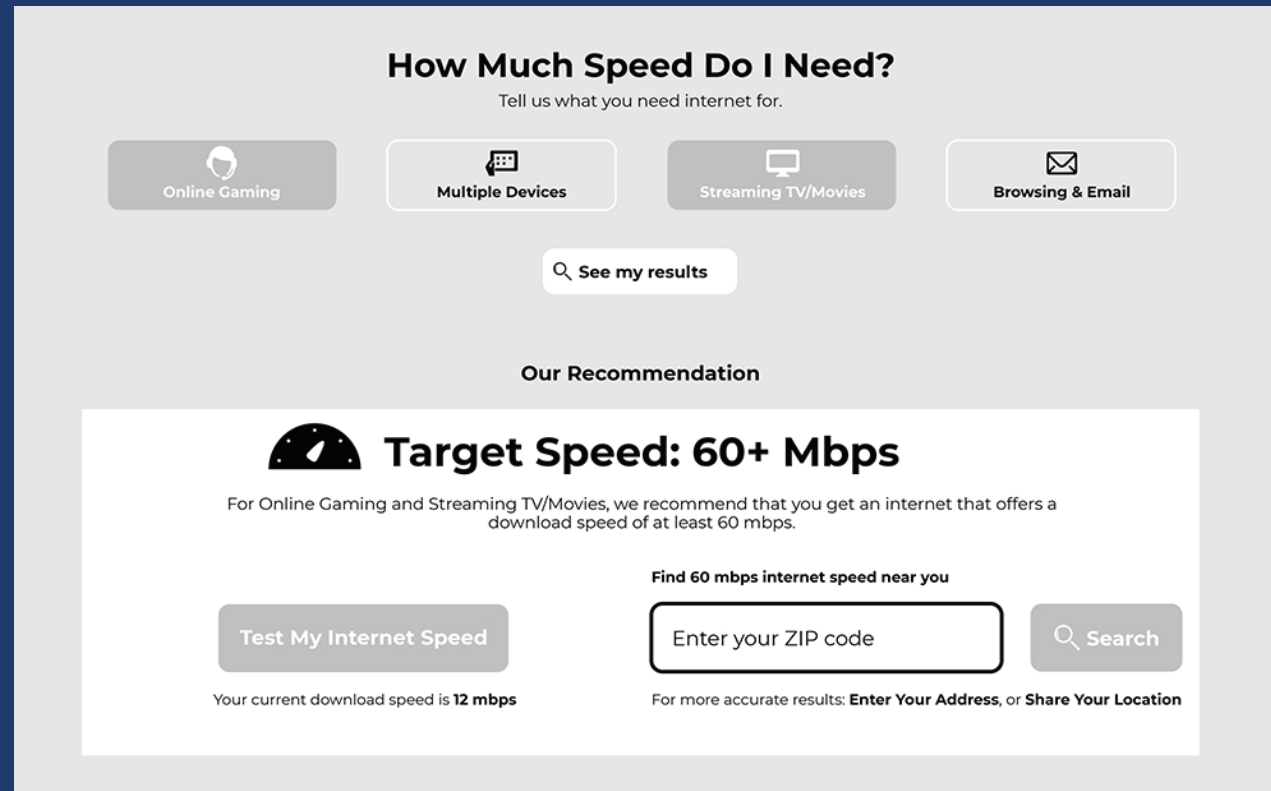
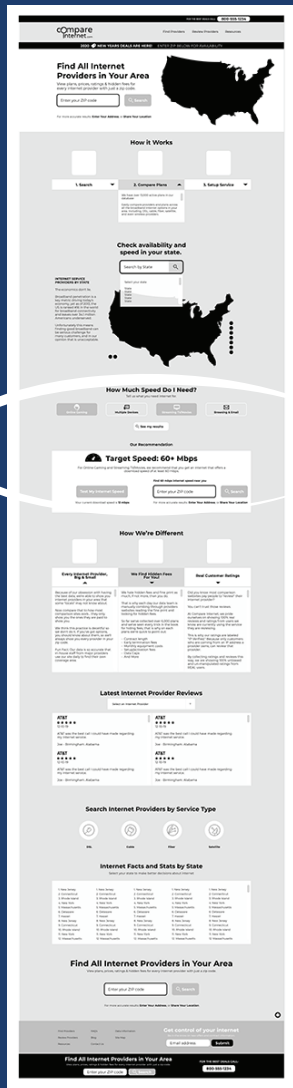
## Check Availability



In this section, it allowed the user to check internet availability and speed by state. They could select their state from a dropdown, or by using the interactive map. That would take them to a state specific page where they could see even more in-depth information, such as.

- An internet speed and connection breakdown
- An interactive provider map that used your location
- State specific internet news and government information

# The Speed I Need

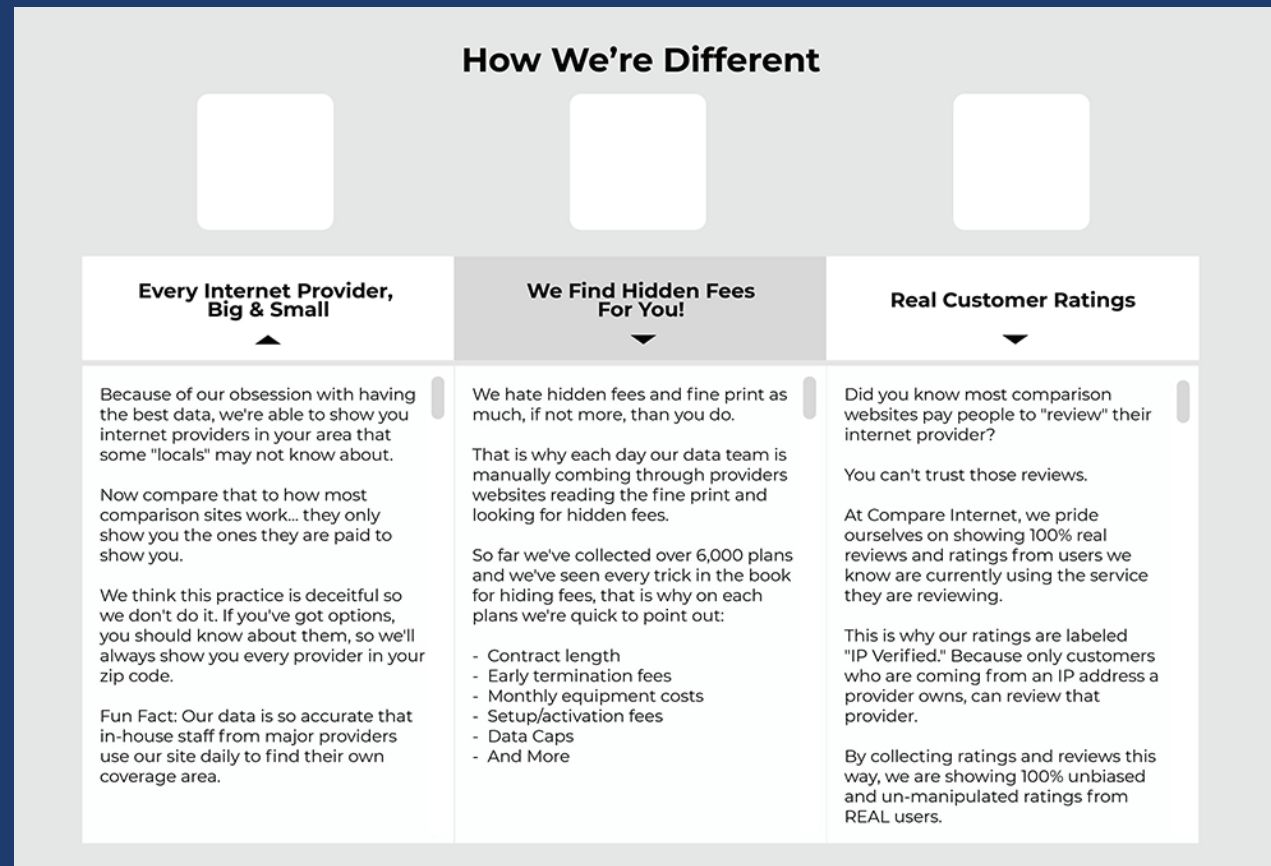
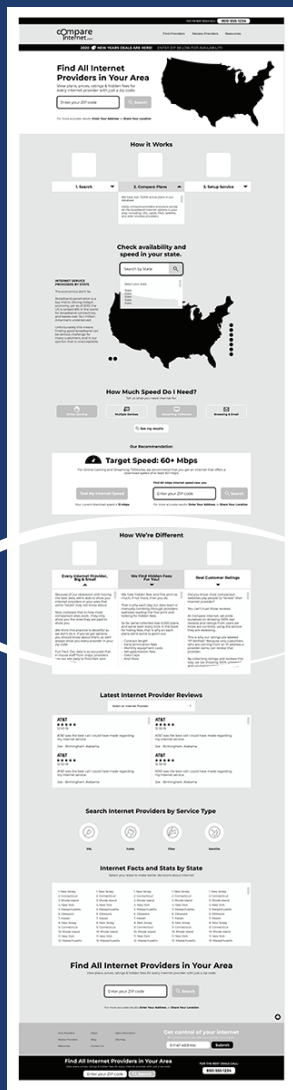


In this section, it allowed the user to determine how much internet speed they needed based off of what they would be using it for.

The user would select how they would be using their internet and a target speed would be shown. Keeping the call-to-action within this tool allowed for a smoother user flow.

# Wire-framing

## How We're Different



Many users want to be as informed as possible before making a financial decision.

We addressed important factors, such as internet provider size and any hidden fees providers may have. We even included a section of actual customer reviews.

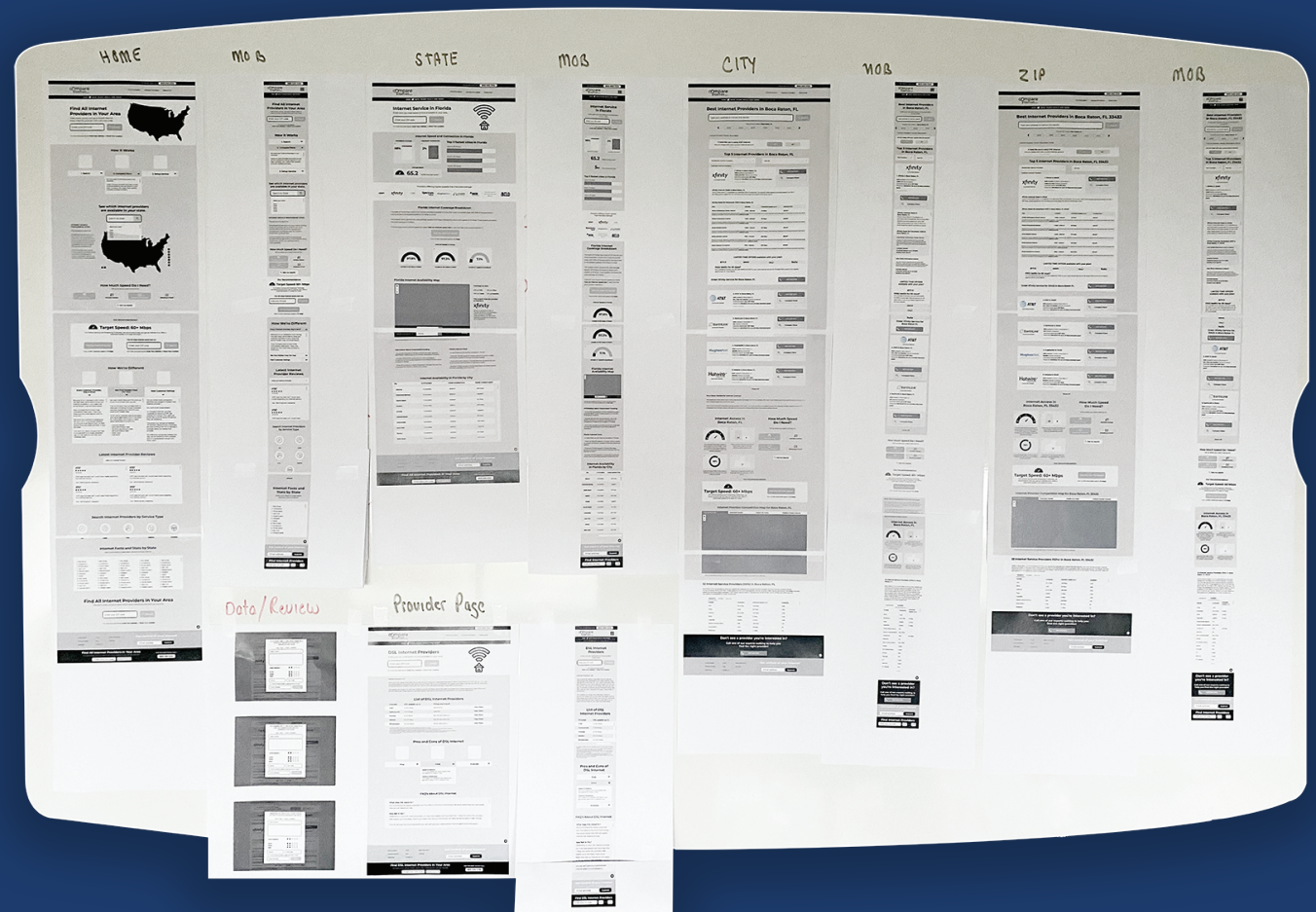


# The Complete Website

Before creating high-fidelity mockups, I made sure that the wireframes for all of the pages on the site had gone rigorous user-feedback sessions.

These sessions included employees and leaders from different business units within the company.

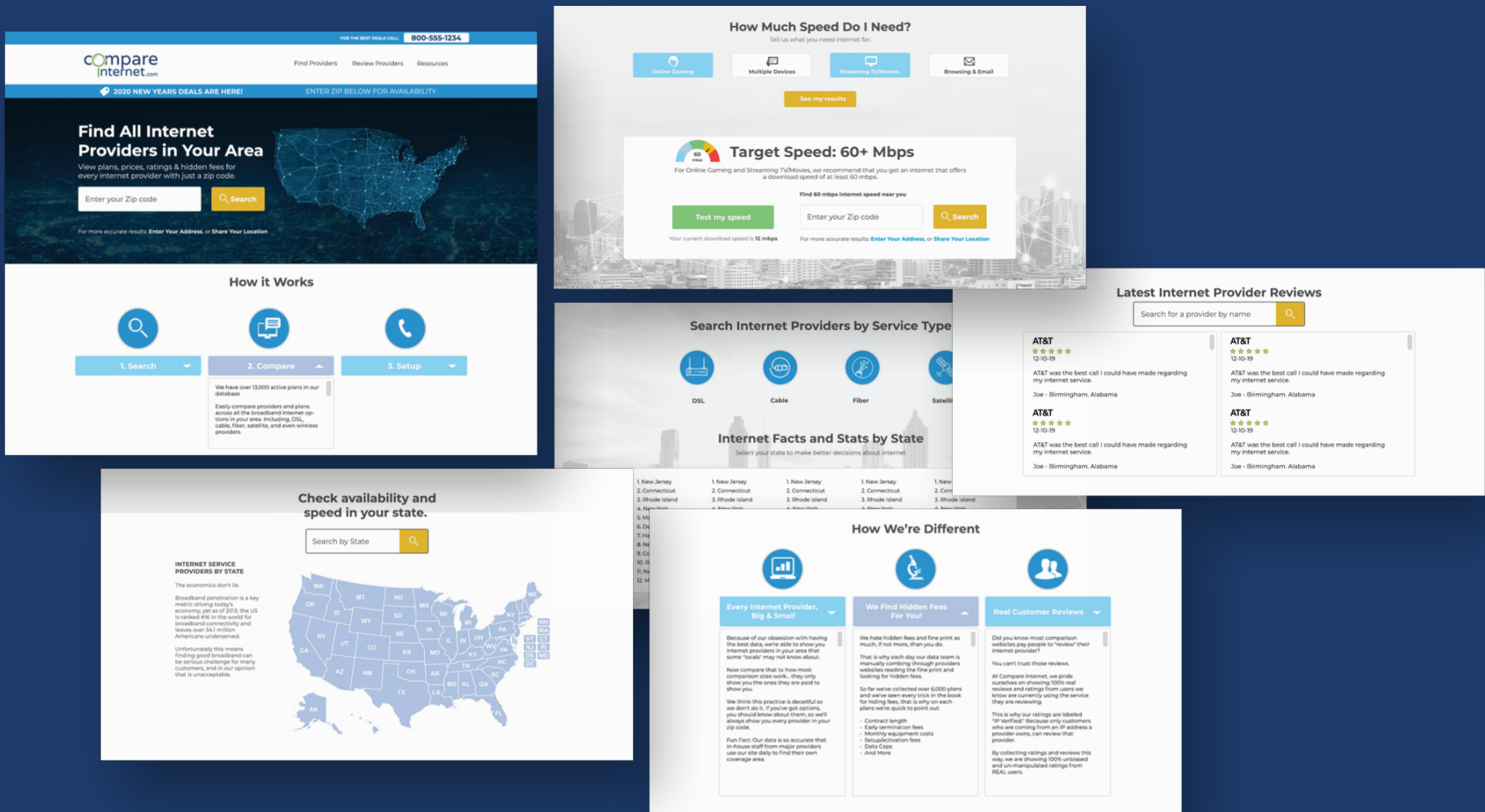
I eventually presented it to the stakeholders for final approval.



Actual photo of the complete website wire-frame on our white-board

# High Fidelity Mockups

After a complete approval of the entire user journey was signed off on by the project stake-holders, I then created the high-fidelity mockups to hand off to the development team.



Thank you!

