

Our process

Identify problems

Audited the current state of the Cox Internet + Mobile configuration and buy flows for negative friction.

Reference solutions

Analyzed how competitors and beacons approach solving similar problems, including:

- Verizon
- Xfinity
- Spectrum
- Mint Mobile
- Visible
- Lemonade
- PillPack
- Apple
- Samsung

Form takeaways

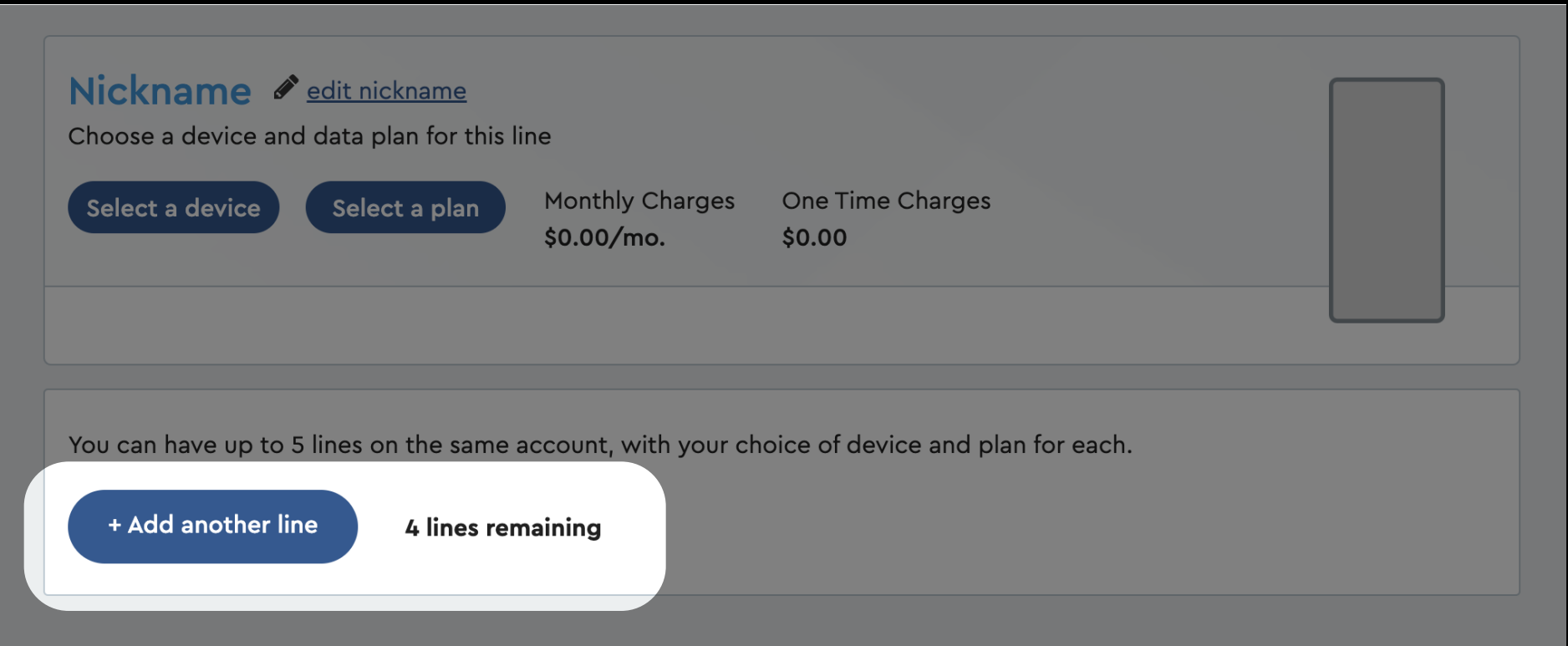
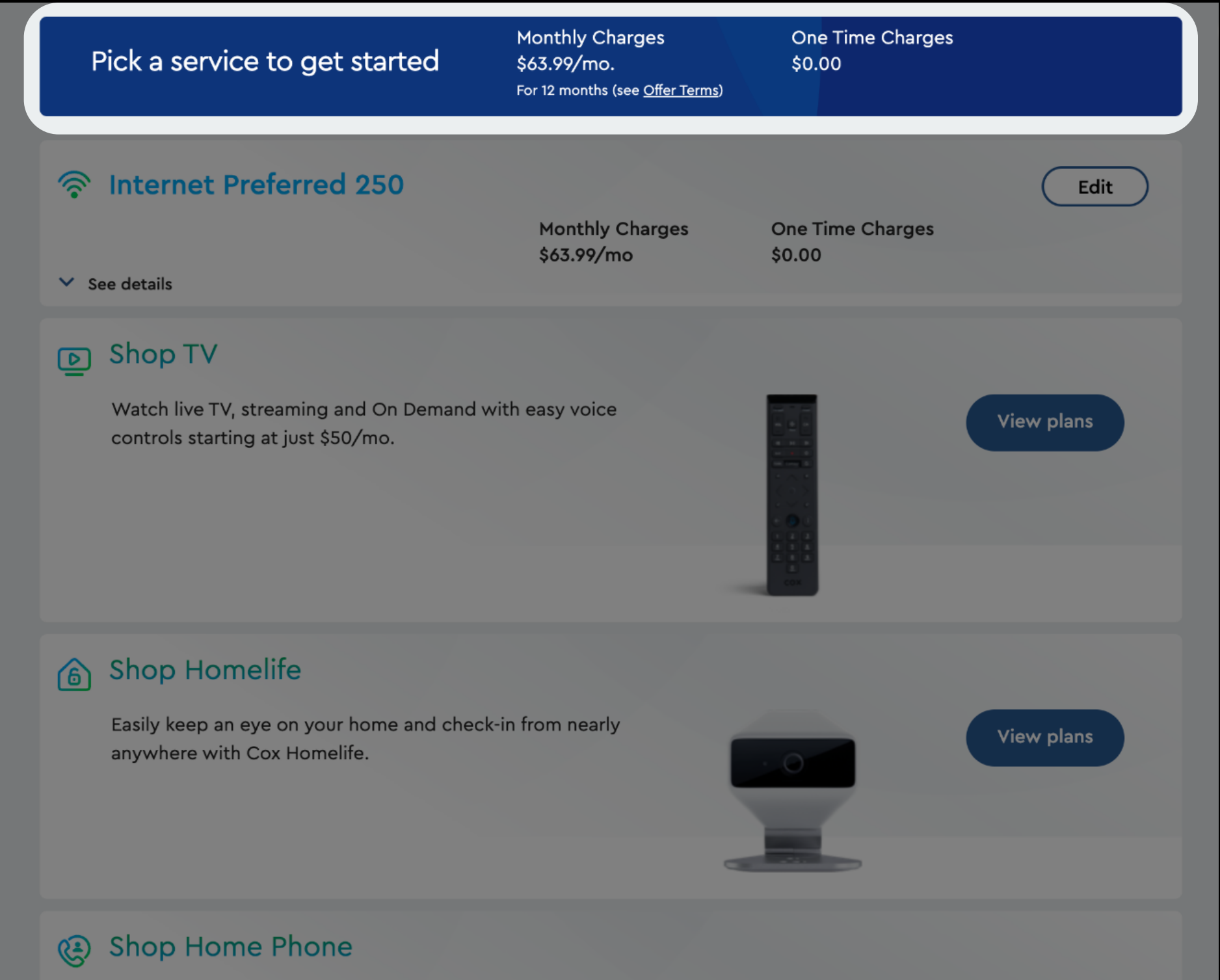
Formulated three experience principles to guide us throughout our sprint work:

- Simple
- Informative
- Easy to use

Principles

1. Simple
2. Informative
3. Easy to use

Problem



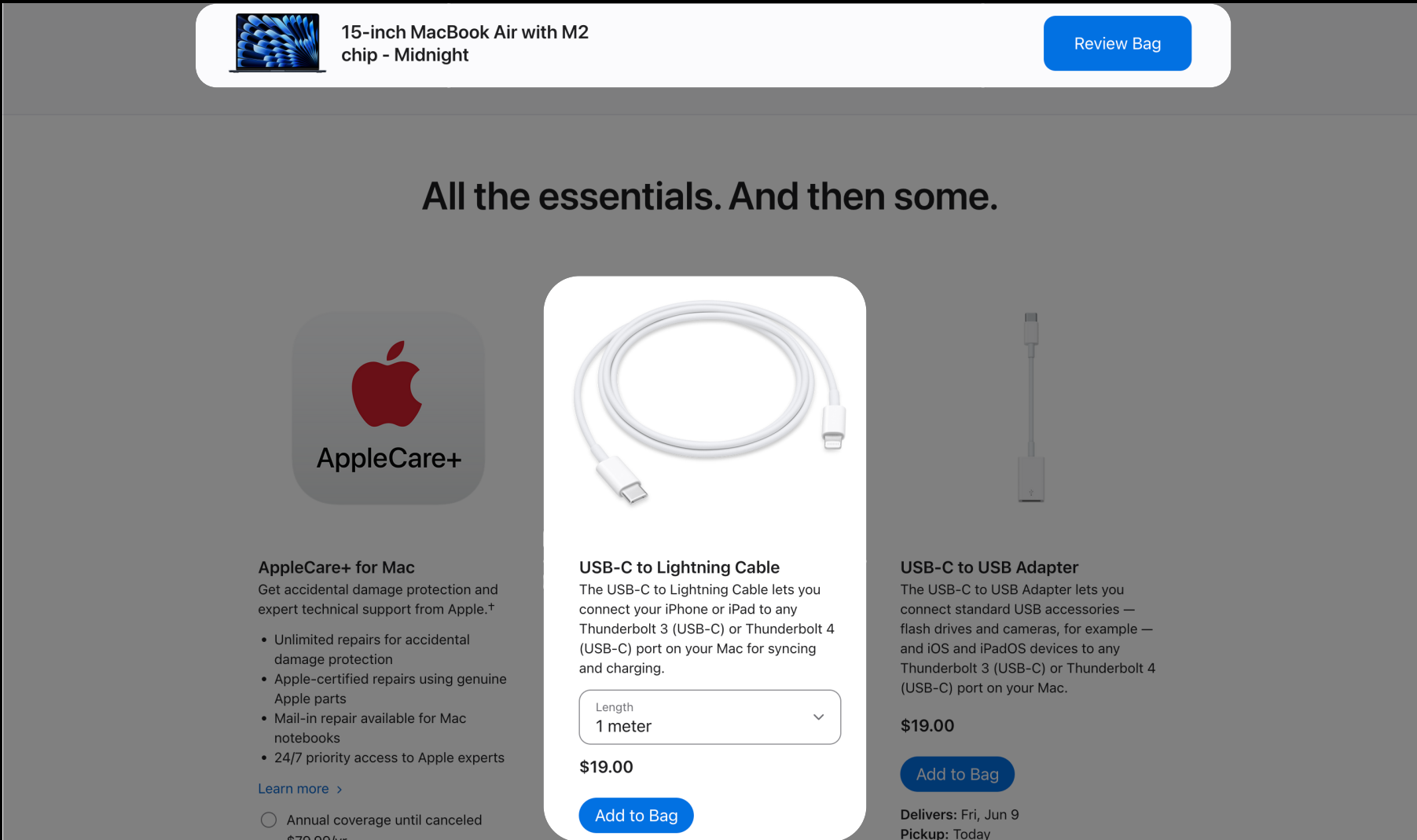
Fragmented and unconventional processes

There are divergent entry points and lengthy pre-purchase steps.

PDP, configuration, and shopping cart pages are unconventional.

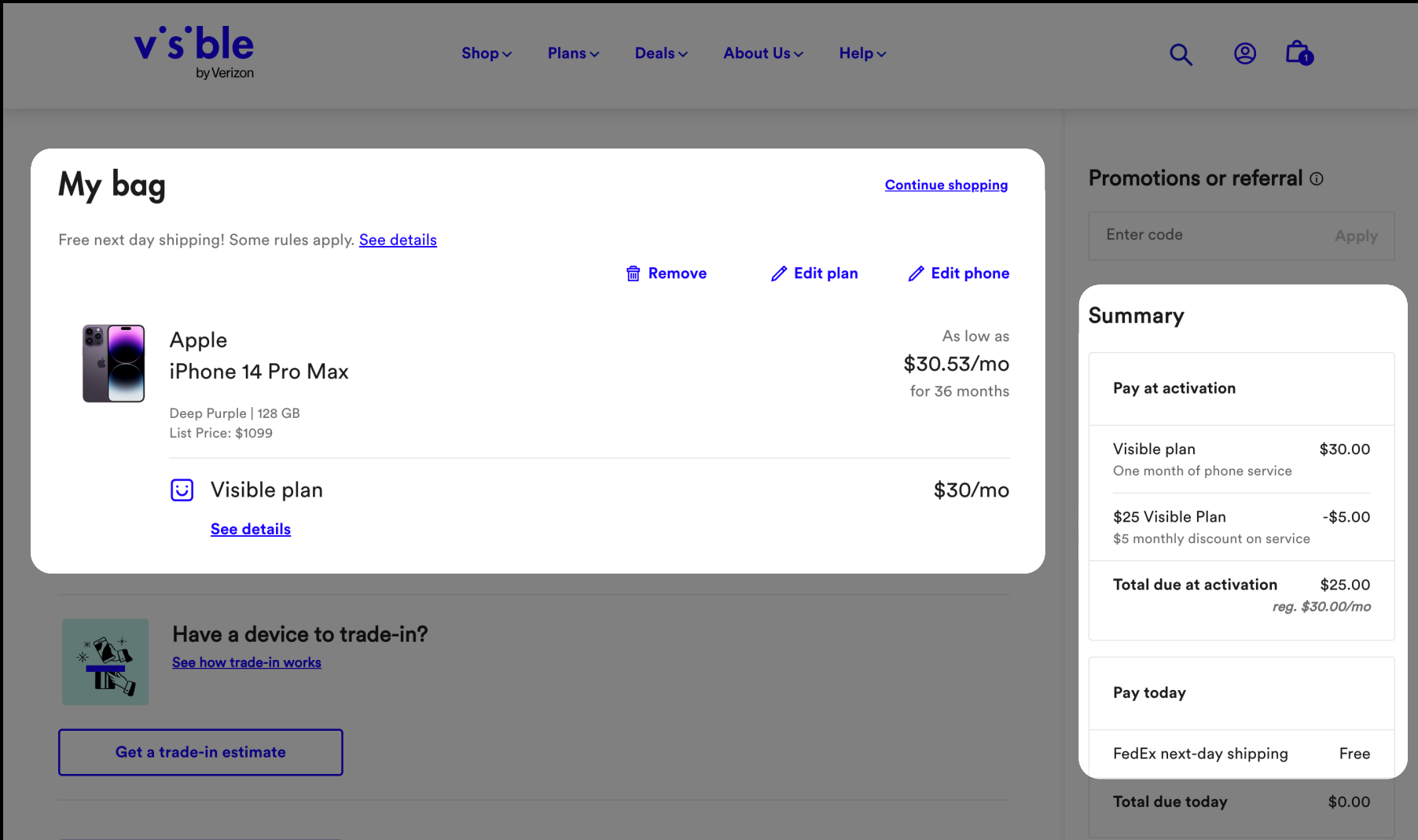
Service interdependencies are unclear to users.

Solutions (Beacons)



Efficient and focused shopping

Apple presents accessories only after products have been added to the cart, while also delivering delightful and engaging messages about add-ons, which sparks excitement.



Clear and intuitive cart experience

The Visible and Verizon cart experiences feature clear and easily understandable side-by-side layouts that help users quickly grasp information at various levels of detail

Takeaways for our work

Limit and standardize buy flow entry points

- Ensure that similar entry points are shared across both buy flows.
- Users shouldn't have to guess or work to find their way to shop. CTAs should act as a signpost that lets users know what to do next.
- Get users into the buy flow as quickly and seamlessly as possible.

Streamline data and information

- Users should be able to quickly understand the offerings and compare desired products.
- Relevant information and data should appear throughout their buying process so users can easily understand how they are progressing towards a completed purchase.

Principles

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Problem

Unmanaged expectations and buried steps

The experience lacks effective communication and expectation setting.

Crucial information, such as pricing details, is not displayed prominently enough.

COX Products ▾ Customers ▾ Shopping Cart ▾

CHECKOUT

Deposit Check

Your credit check has been processed. Below is the total required security de



The same deposit is required for orders placed online, in-person or over the p
Your deposit will be 100% fully refunded if you choose to discontinue your Cox



One Time Deposit

\$50.00

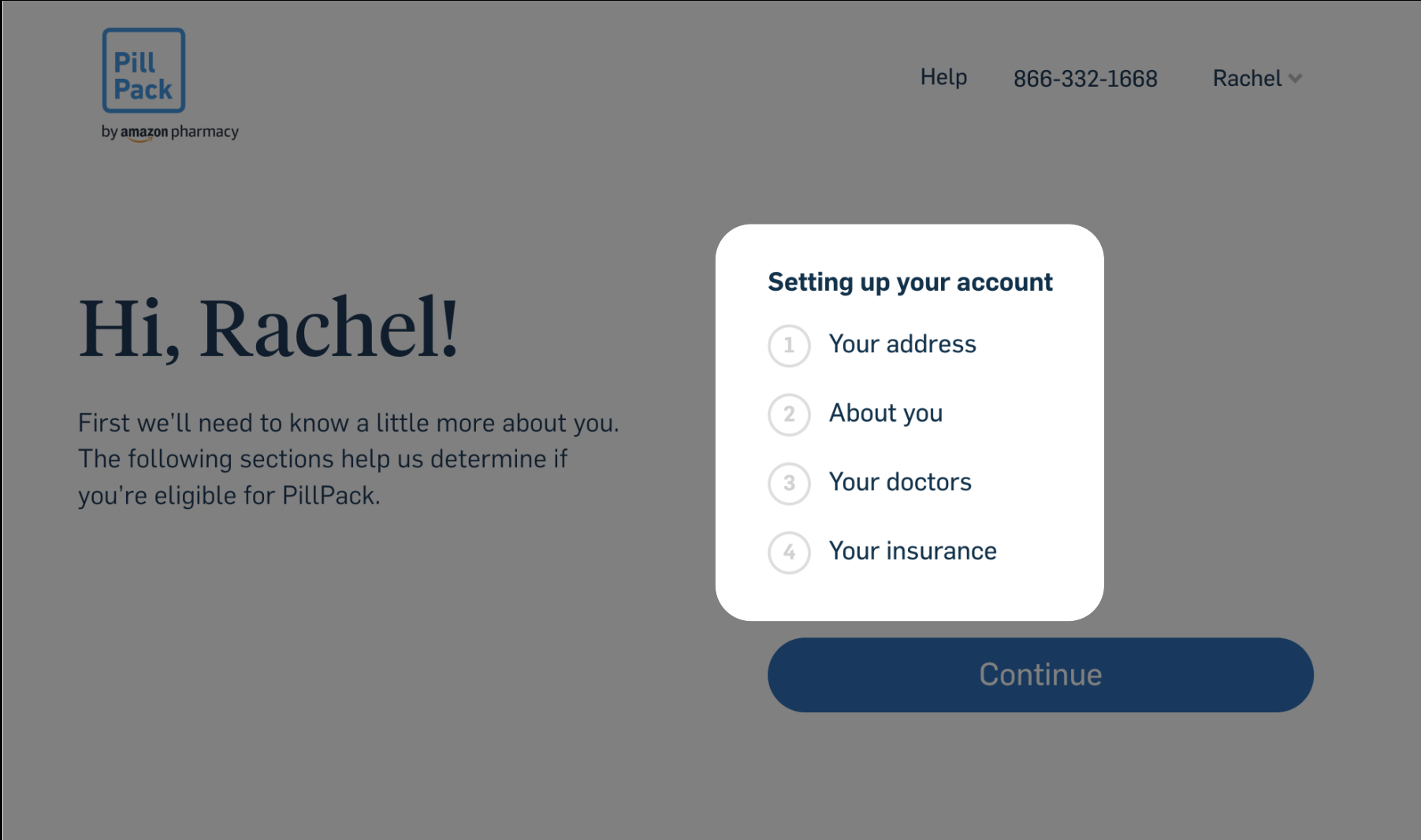
Your Deposit Details:

- Panoramic Wifi **\$50.00**

NEW ONE-TIME
\$149.99/mo \$0.00

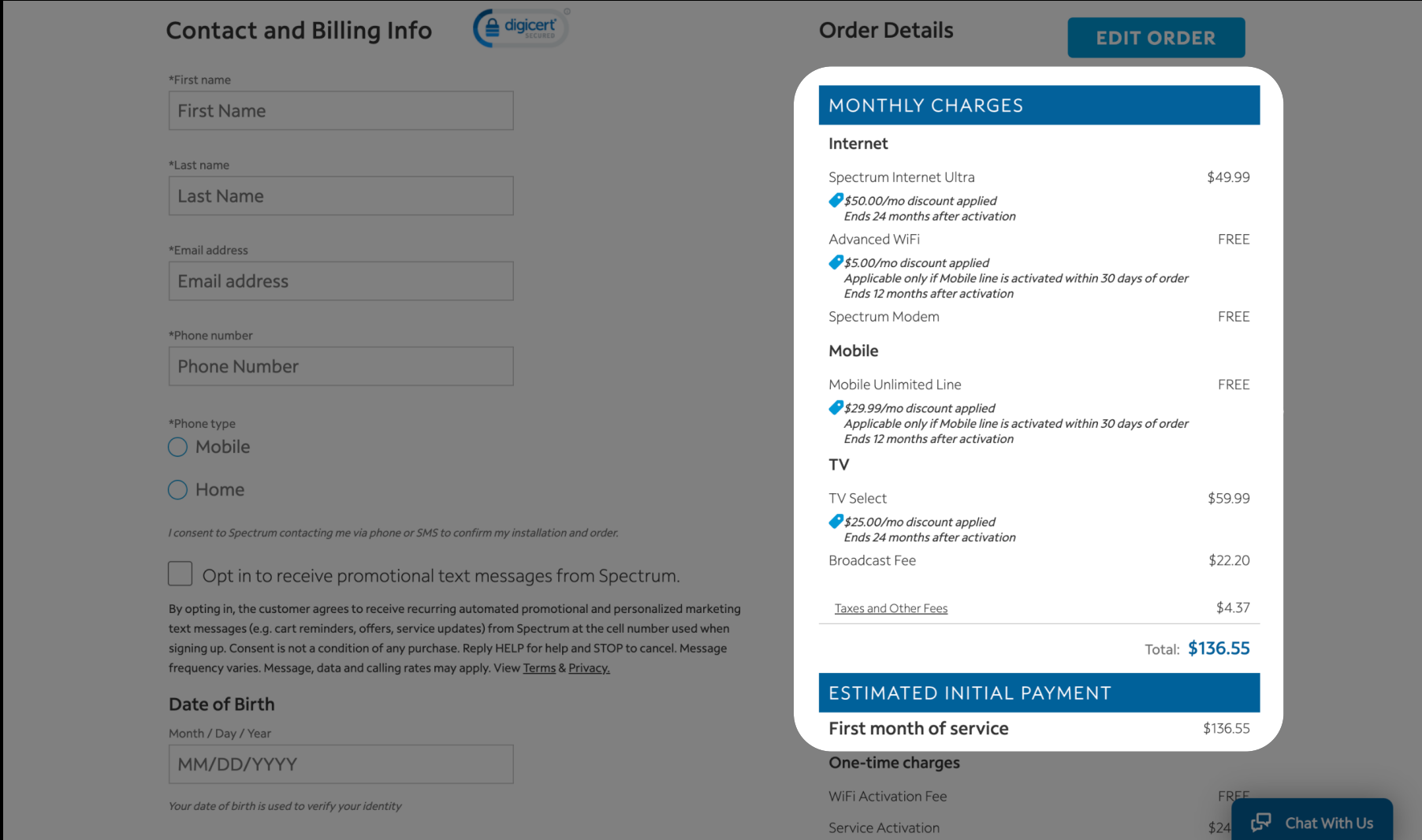
[Offer details & terms](#)

Solutions (Beacons)



Anticipatory preview of next steps

Pill Pack provides clear guidance with the assistance of visuals throughout their step-by-step process, which insures a user-friendly account set up experience.



Informed decision-making

Spectrum gives users a comprehensive pricing overview that paints a complete picture before they're asked to proceed with their journey and provide personal information.

Takeaways for our work

Set expectations up front and leverage copy to ease pain points

Tell users about the process they are about to take part in.

Outline what information will be asked of them and what documents will be required.

Show users their status and the amount of time they should expect to allocate to what’s left.

Improve process and pricing transparency

Explain why personal information is needed and how it will be kept secure and private.

Clearly outline costs and hidden fees throughout the process. Users shouldn't have to guess what their final bill will be.

Principles

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Services	
Internet Preferred 250	\$63.99/mo.
Total	
Monthly Charges	\$63.99/mo.
One Time Charges	\$0.00

✓
You've saved ~~\$480.00~~ with 12-month price stability

Shipping and installation, refundable deposit and taxes and fees will be calculated in checkout.

[Clear Cart](#)[Save Cart](#)[Continue to Checkout](#)

Looking to save on mobile?

Once you finish your internet plan purchase, you'll be ready to shop mobile plans and even bring your own device. Customers can save on average \$180 a year with Gig Unlimited.**

**Based on comparison of price for Cox Mobile's unlimited data plan against the average of the prices for AT&T's Unlimited Starter plan and T-Mobile's Essentials plan with 1 line and autopay discount.



Unclear and distracting paths forward with dead ends

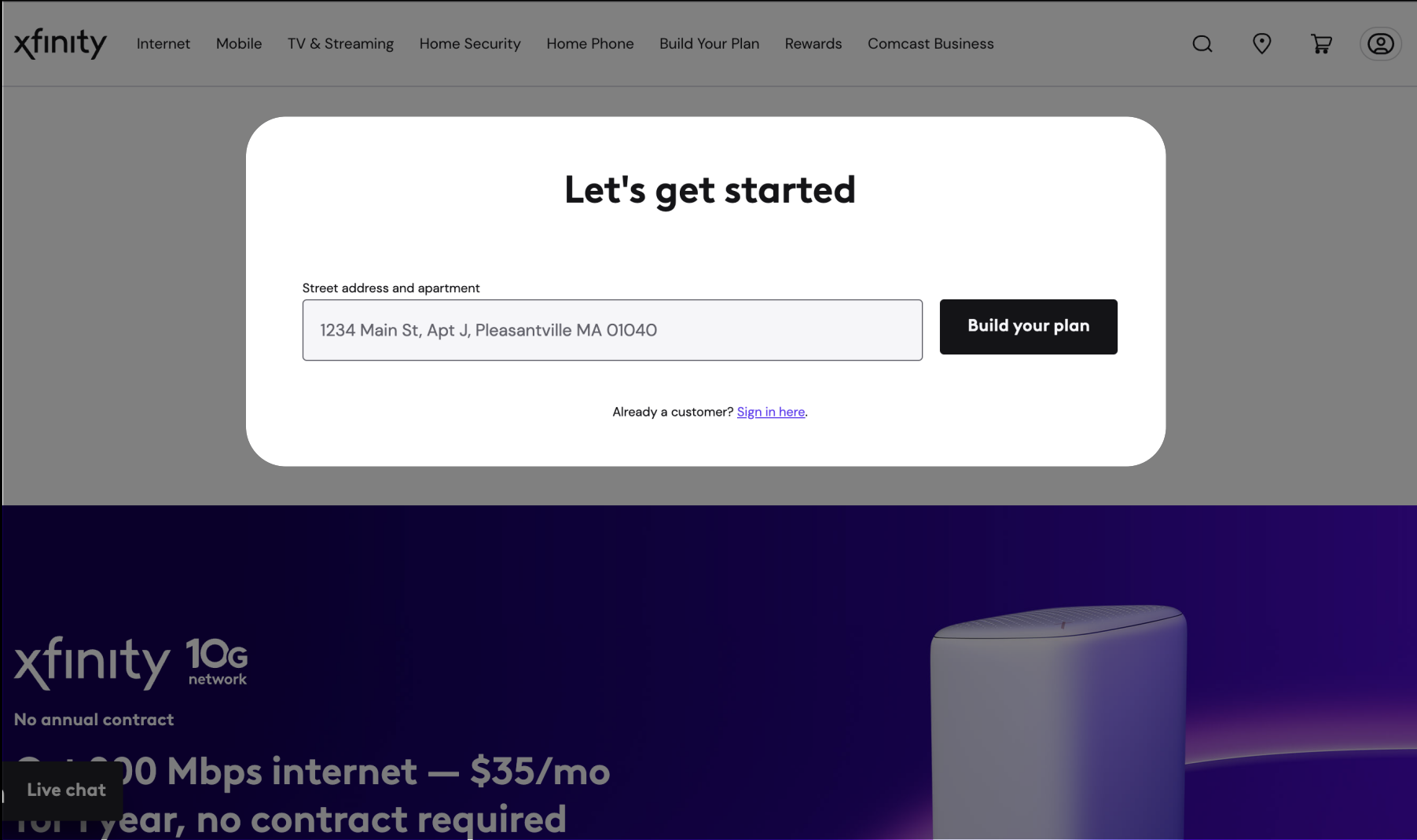
It's hard for users to navigate globally as well as in-page.

Task completion is challenging.

There's a mismatch between information and action.

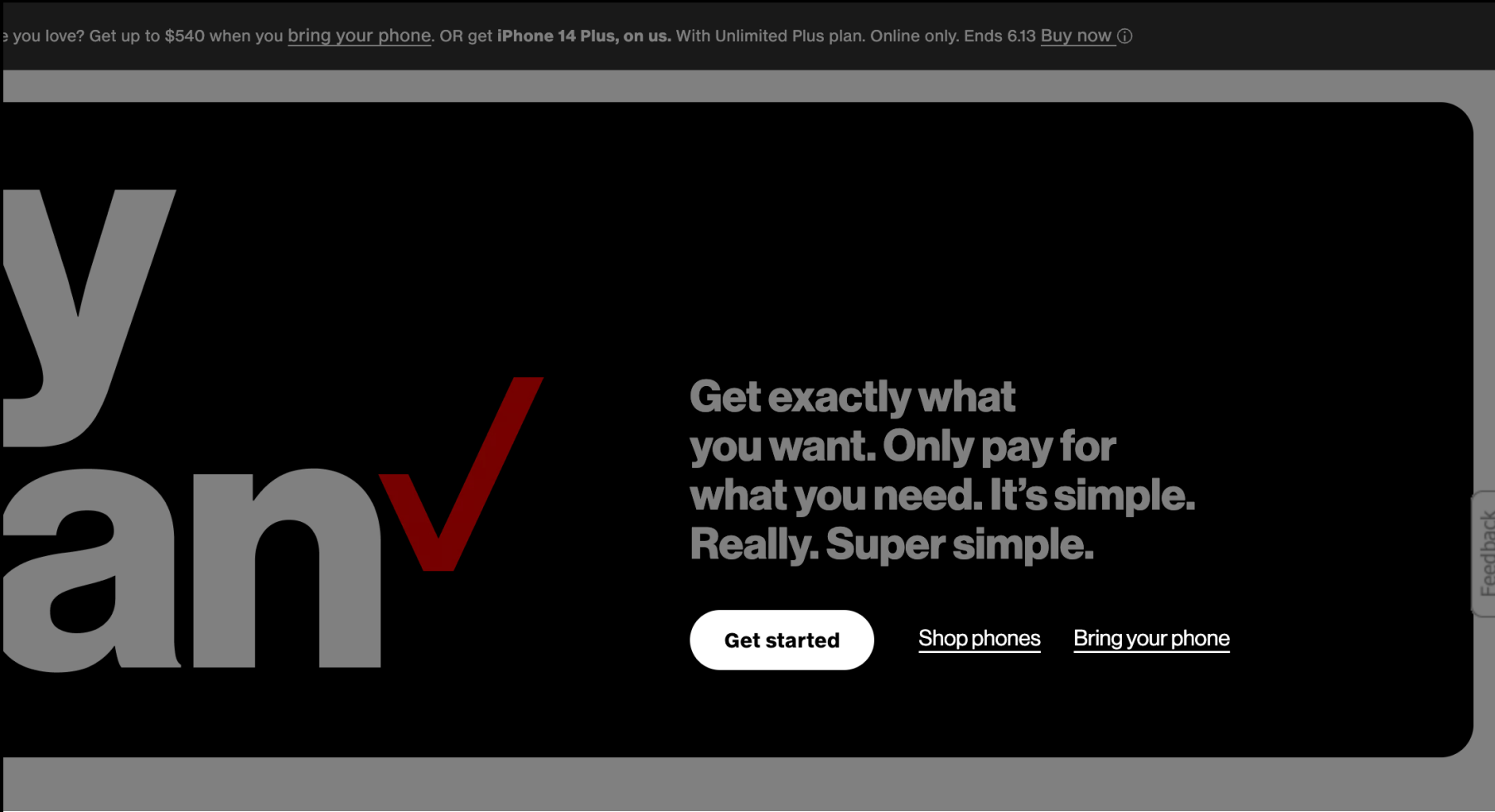
The order of operations is unnatural.

Solutions (Beacons)



Right information at the right time

Xfinity requires users to check availability before entering the buy flow, which effectively mitigates potential wasted time for those who aren't eligible for service.



Unambiguous, priortitized wayfinding

Verizon makes sure to prioritize an obvious primary CTA and use the same language for clicks that appear across multiple pages.

Takeaways for our work		
Provide clearer global and in-page navigation Finding desired and relevant information should be easy. Use main navigation IA and utility icons to establish categories that fit users’ mental models. Use consistent indicators and signals to inspire user confidence throughout the process - from reviewing products to receiving an order confirmation.	Minimize effort to parse the information Make sure to present the right information at the right time as users move through the buying process and eliminate anything extraneous. Visualization is key. Use visuals to reduce cognitive load. Leverage imagery, lists, and charts to help users quickly identify and synthesize the data they need to make a decision.	Put users in control Let users customize and make changes throughout their entire experience. Put them in control of what they buy and do next. Invite them to pause and pick-up the process as needed.