

HERO BANNER REDESIGN

xfinitymōbile

Team 4: Sydney Arnold, Emmy Beltré, Nick
Freeland and Marshall Robbins

The Challenge

Redesign the hero banner to **show multiple statuses** and occupy **less real estate**.

1.

RESEARCH INSIGHTS

What we learned to inform our design

Keep important
information above
the fold.

Above the Fold

According to Nielsen Norman Group, **57%** of viewing time occurs above the fold, and **74%** of viewing time occurring on the first 2 pages.

See appendix pages 23-24

Most Customers Care About Data and Billing.

Data and Billing

From our survey of 21 people, we found that **85%** of users went to mobile to check their data usage, with **81%** going to check their billing information.

See appendix pages 28-31

Provide Useful Information With Call to Actions.

Call to Action

From the mobile app reviews, our survey, and usability test, we found that people want to know specific information to help them complete tasks.

See appendix pages 28-32

How might we design a hero banner that gives customers the information they need, while bringing the data usage and billing information above the fold?

2.

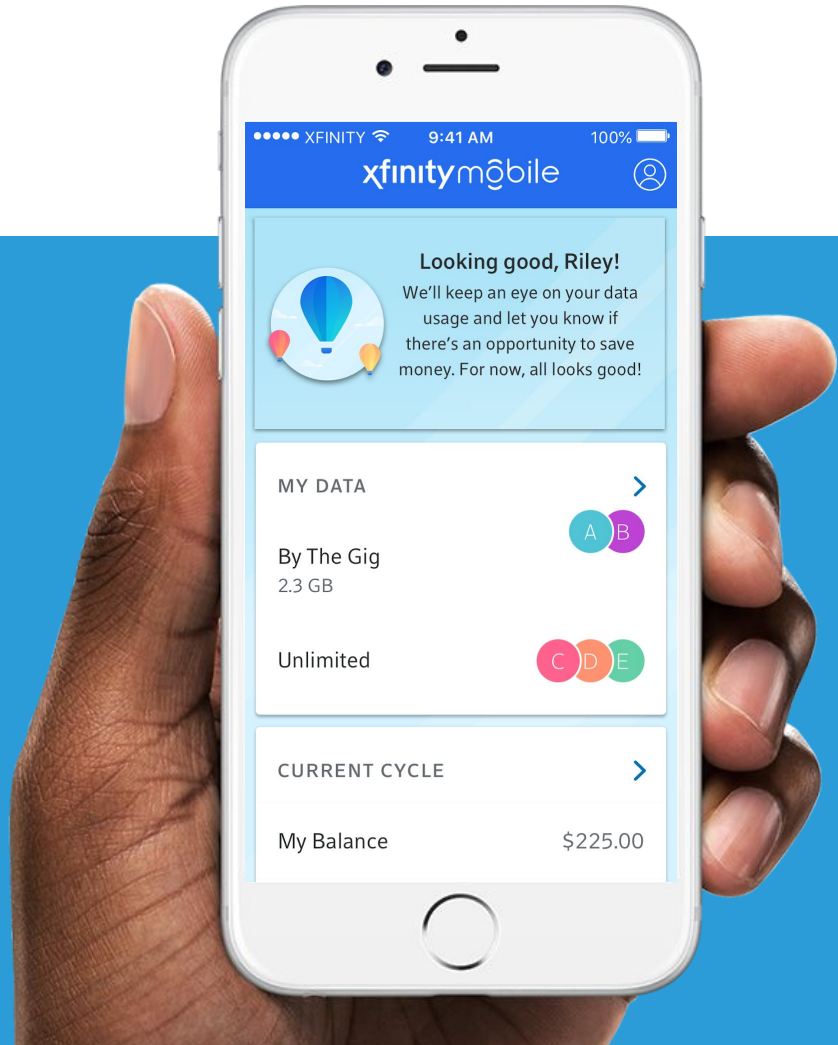
CONCEPT

Redefining the hero banner

WELCOME

When a user has no urgent updates to their account, they will be welcomed by name with a small banner.

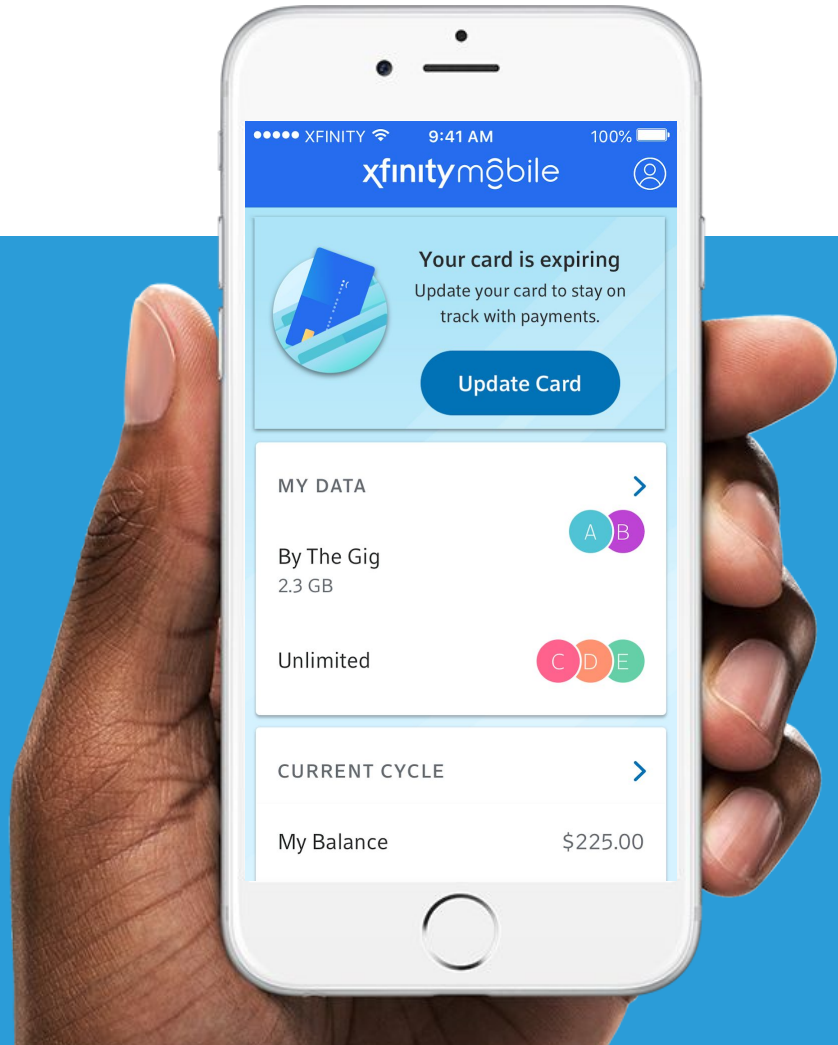
See appendix page 33-35 for all hero banner states



BANNER

Once an account item becomes important, the user will be notified with a call to action prompt.

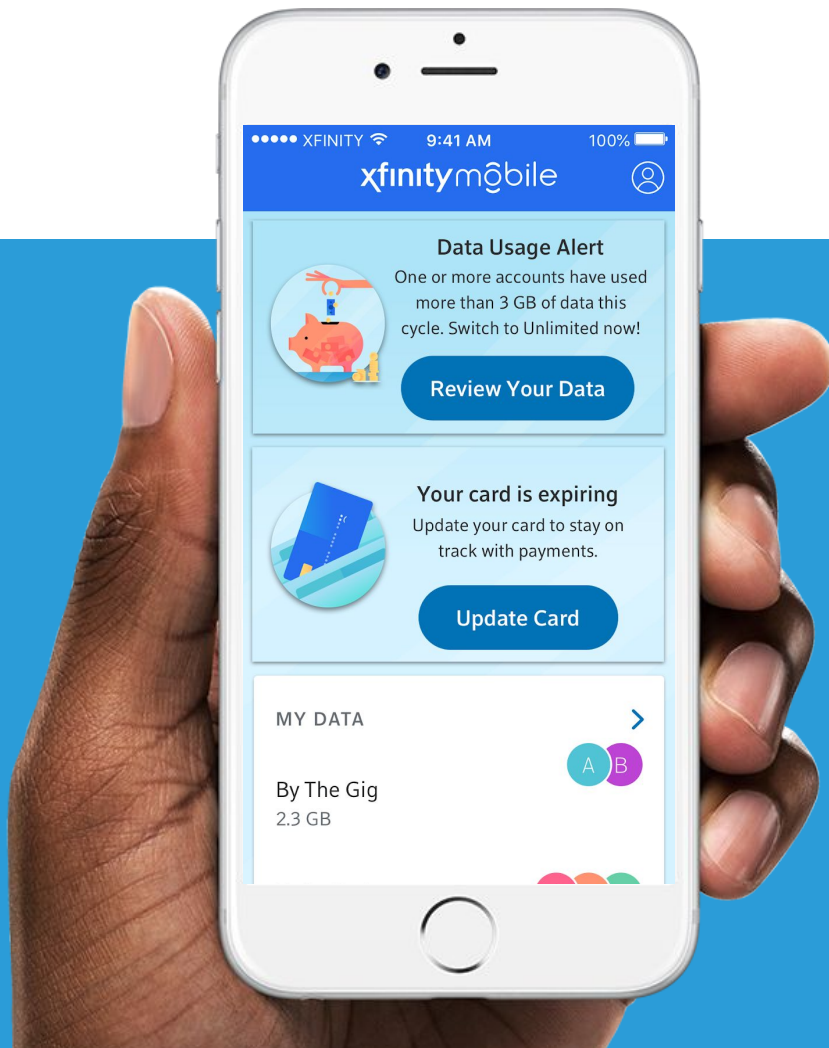
See appendix page 33-35 for all hero banner states



MULTIPLE

If there are more than one important items to be addressed, the most important two will be displayed.

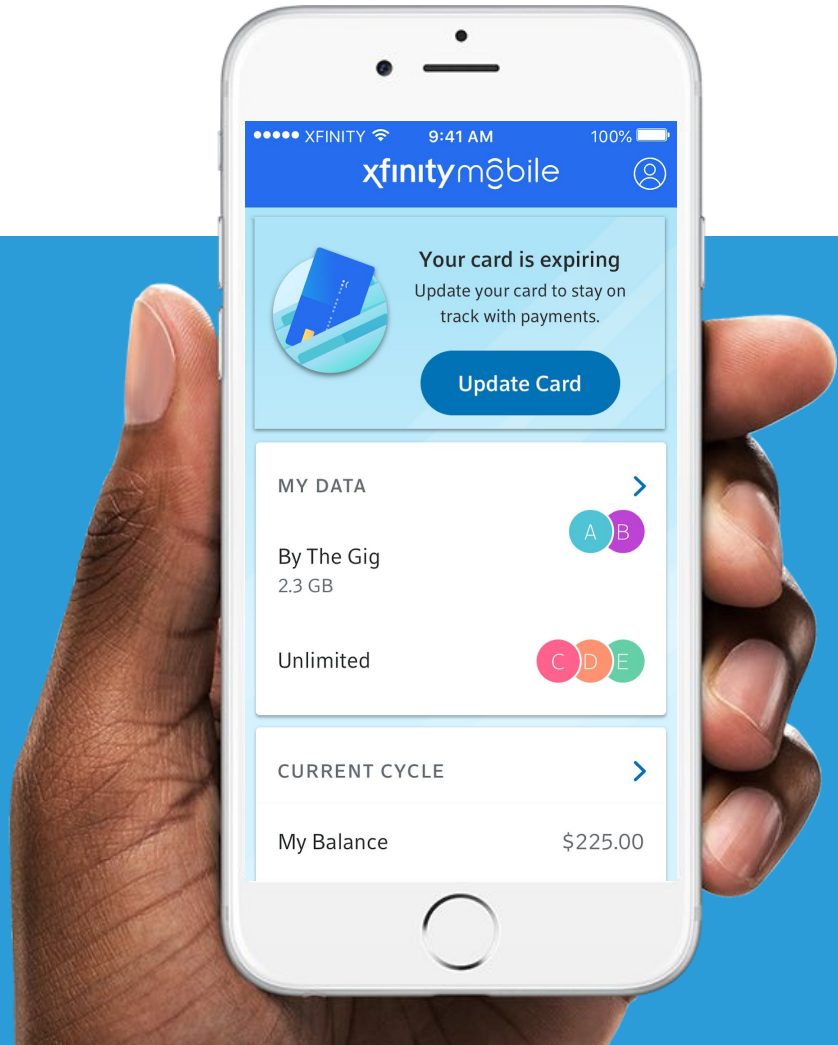
See appendix page 33-35 for all hero banner states



RESOLVING

As actions are resolved information slides to the top, returning to the welcome message when all are resolved.

See appendix page 33-35 for all hero banner states



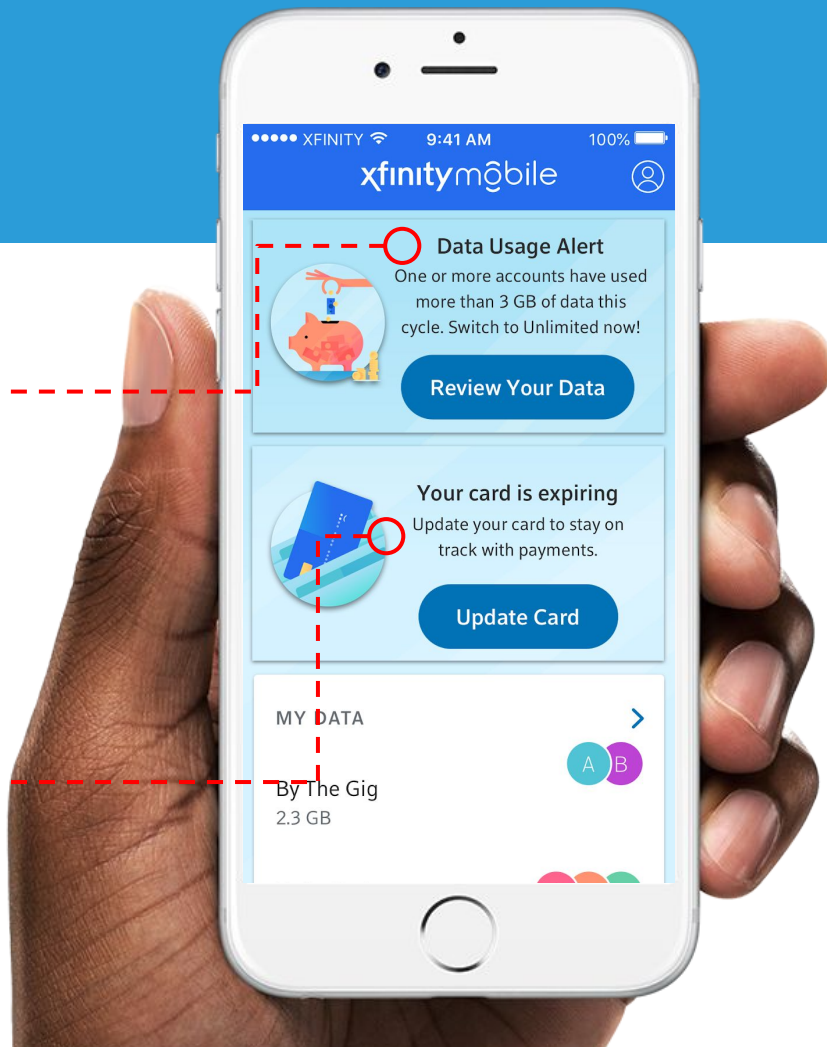
Design Details

Change of Content

In order to better fit the content and shorten the amount of text users will have to read, we adjusted some of the text. We changed some of the hero banner titles to better alert users. We got positive feedback from our user testing regarding the change of titles to help highlight urgency.

Change of Paragraph and Font Styles

When user testing, the user did not mention the text was too small. Although standard mobile font size is 16pt, we believe that decreasing the font size will help better highlight the call-to-action button and hero banner title.



THE BENEFIT



Multiple Items

With the smaller banner, customers can now view up to two of the most important action items at a time.



Less Real Estate

Taking up less space not only means seeing more items, but adding clarity and simplicity to the design.



Above the Fold

The smaller banners allow other important information to come above the fold, adding the affordance of scrollability.



Pertinent Info

The organization of the banners with the below information means that customers see the most important information first.



Call to Action

Each banner includes a call to action, allowing customers to accomplish their goals without navigating multiple pages.



Welcoming

Even though the size is greatly reduced, the 2-D graphics still convey a sense of welcoming comfort to reassure customers.

3.

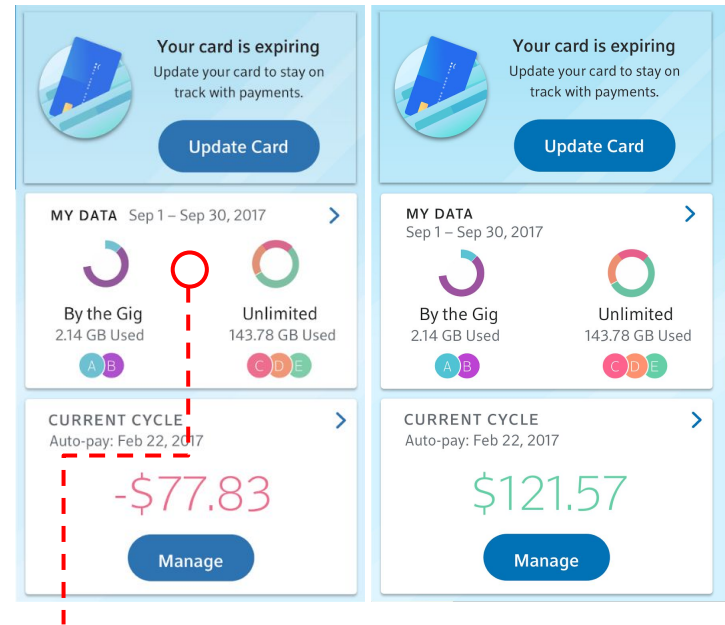
MOVING FORWARD

Mapping to web and future strategy

What's Next?

Graphs in Banner

As a future consideration, we explored different ways of displaying pertinent data to customers. In this instance, data visualization in the form of a graph might be a more in-depth way of quickly seeing how much data is being used by individuals lines. This data could be displayed on the hero banner as opposed to a separate menu option.

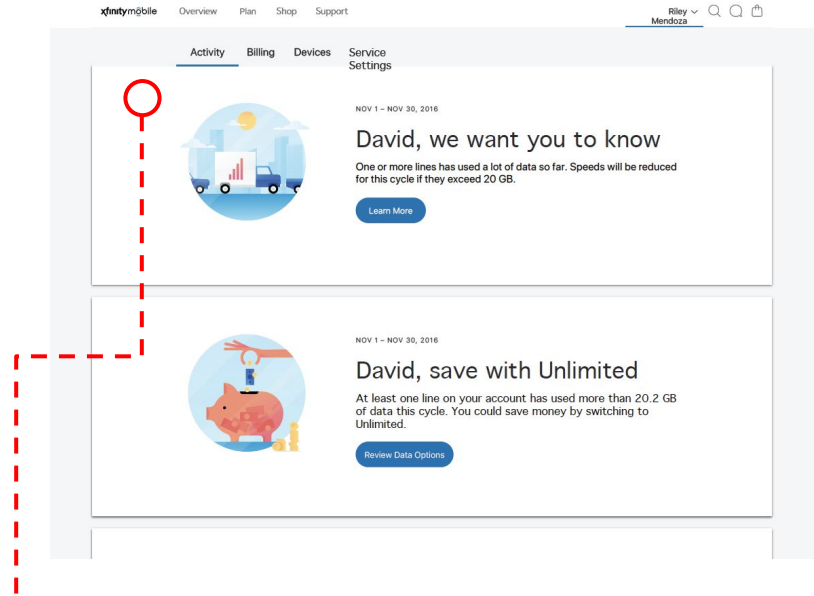


Data visualization in the form of graphs may provide users with a way to quickly view how data is being used

What's Next? (cont.)

Move to Web

The main focus of our design was for the mobile platform. However, we did consider a web version of our design. Like the mobile platform we made changes to how information was displayed by placing what we deemed pertinent above the fold.



We focused on mobile but we envision the web version following the same design as mobile with a max of two hero banners above the fold

4.

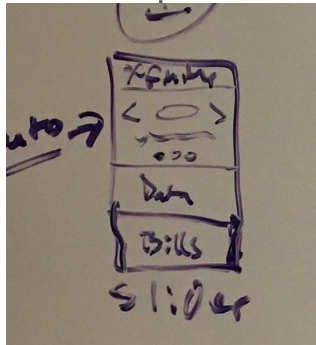
APPENDIX

Further details and process pictures

CONCEPTS WE DIDN'T USE AND WHY

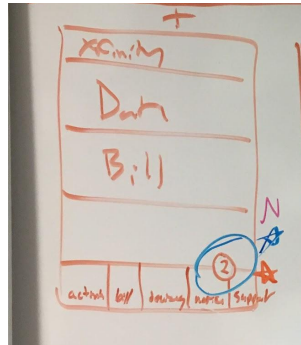
Carousels

Although one of our first thoughts, Nielsen Norman Group shows that users can struggle to find information within



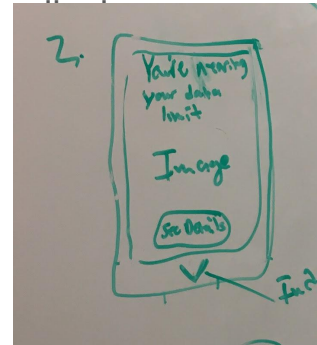
Notifications

While notification would definitely declutter and show multiple options, the more detailed information would not be visible.

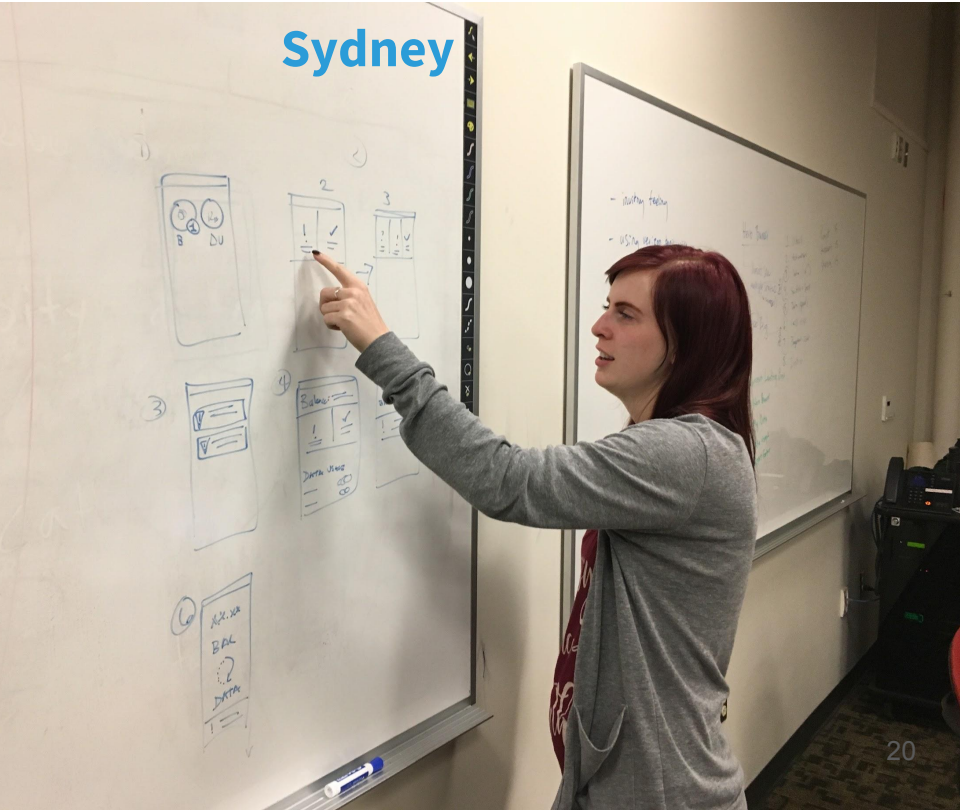
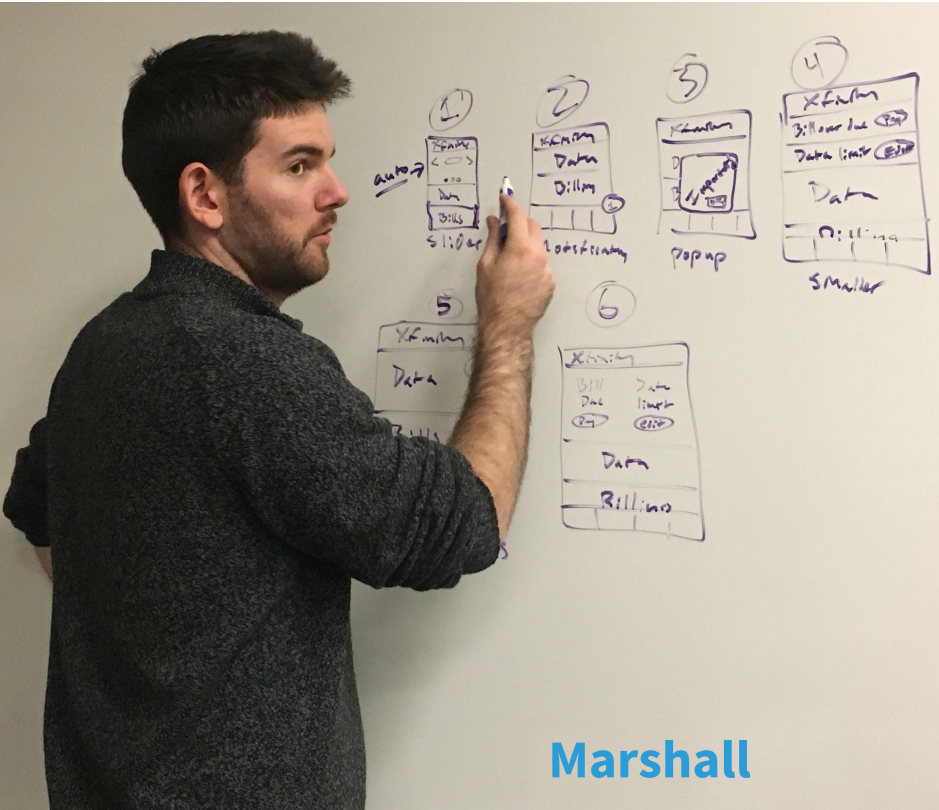


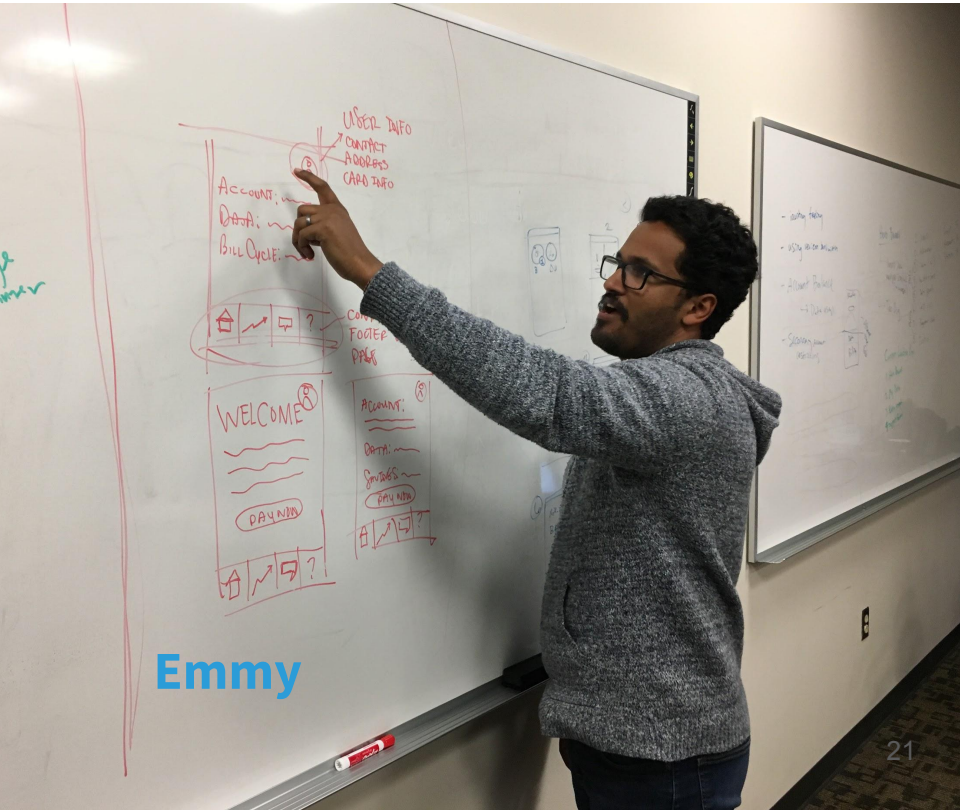
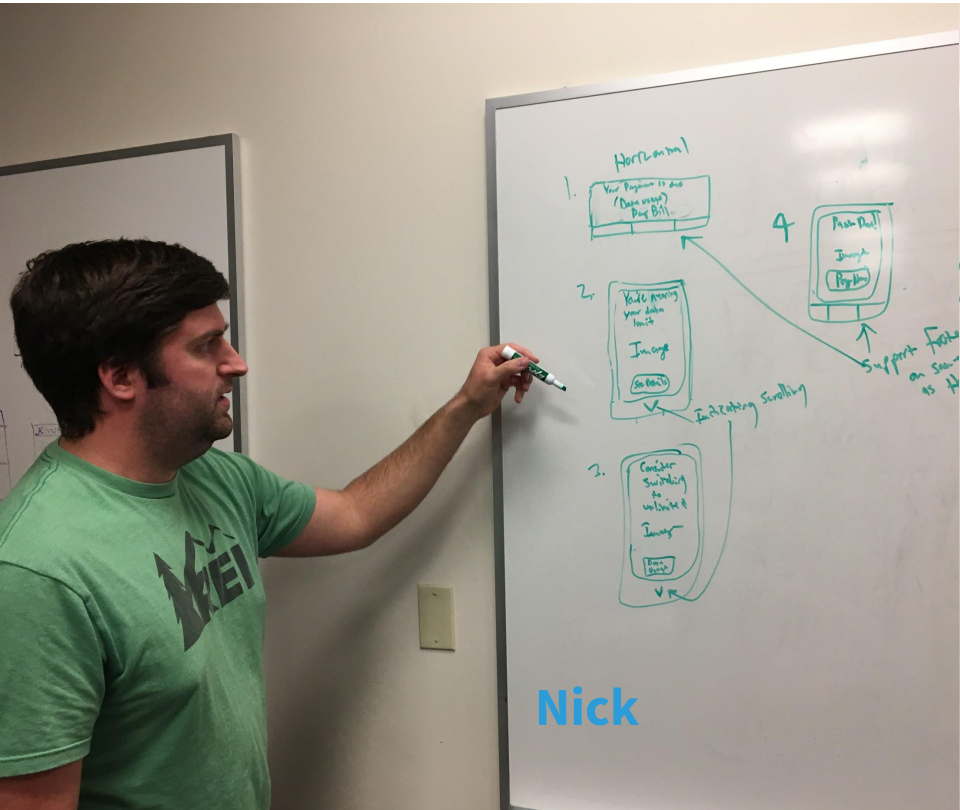
Pop-ups

Dismissing notifications might be handy for some, but it defeats the purpose of the hero banner's constant information



MEET THE TEAM





Research

Nielsen Norman Group Scrolling and Attention

- 57% of page viewing time occurs above the fold
- 74% of viewing time is happening on the first two “pages”
- In 2010 80% of viewing time was spent above the fold (because of long pages most likely)

Fessenden, Therese. “Nielsen Norman Group.” *Scrolling and Attention*, 15 April. 2018, <https://www.nngroup.com/articles/scrolling-and-attention/>. Accessed 23 Oct 2018.

Nielsen Norman Group Scrolling and Attention

Implications

Given that users spend more viewing time in the top part of the page, especially above the fold, here are some things you want to keep in mind:

- **Reserve the top of the page for high-priority content: key business and user goals.** The lower parts of the page can accommodate secondary or related information. Keep major CTAs above the fold.
- **Use appropriate font styling to attract attention to important content:** Users rely on elements like headers and bolded text to identify when information is important, and to locate new segments of content. Make sure that these elements are visually distinct and styled consistently across the site so users can easily find them.
- **Beware of false floors,** which are increasingly common with modern minimalist designs. The illusion of completeness can interfere with scrolling. Include signifiers (such as cut-off text) to tell people that there is content below the fold.
- **Test your design with representative users** to determine the “ideal” page length and make sure that the information that users want can be easily seen.

How Scrolling Can Make or Break Your User Experience

These reports and studies from marketers and other researchers further support the need for scroll-friendly web designs:

- Data analytics provider Cheatbeat analysed over 2 billion website visits and found 66% of attention on a typical web page is “below the fold” – people scroll to get there.
- Eye tracking studies by usability guru Jakob Nielsen found people tend to focus above the fold, but people still do scroll, especially when the page follows certain conventions that facilitate it.
- **On a mobile site, around half of all users start to scroll within 10 seconds, and 90% within 14 seconds.**
- A study from the Software Usability Research Laboratory shows that users read long, scrolling pages faster than segmented or paginated ones.
- Assuming designers follow scrolling design practices, people will scroll, according to an eye-tracking study by CX Partners.

Smith, Alan. “Usability Geek.” *How Scrolling Can Make or Break Your User Experience*, 12 Sep. 2017, <https://usabilitygeek.com/how-scrolling-can-make-or-break-your-user-experience/>. Accessed 23 Oct 2018.

How Scrolling Can Make or Break Your User Experience

Scrolling Fatigue

- The first is called “zombie scrolling” and refers to the idea that a user slowly loses their focus, tunes out their attention, and becomes less susceptible to your standard bait and hook or CTA.
- The second result is called “rage-quitting” or the “tl;dr” and occurs when a user becomes frustrated with scrolling and leaves a site without digesting its important points or getting any takeaway.

Smith, Alan. “Usability Geek.” *How Scrolling Can Make or Break Your User Experience*, 12 Sep. 2017, <https://usabilitygeek.com/how-scrolling-can-make-or-break-your-user-experience/>. Accessed 23 Oct 2018.

Carousels on Mobile Devices

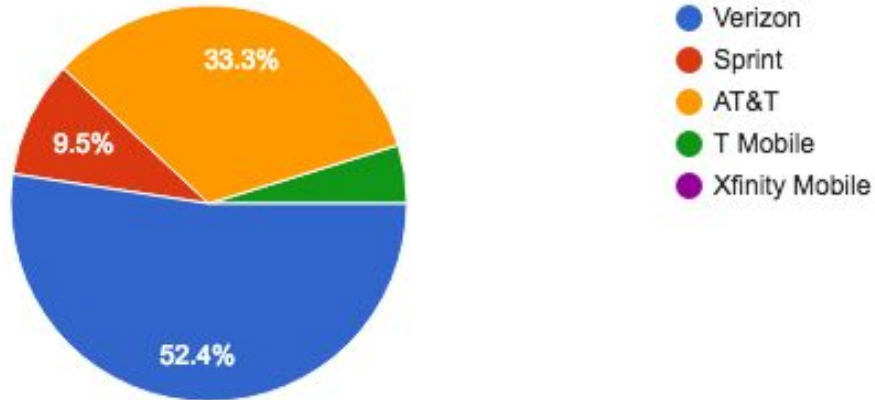
- Not always discoverable but can have some benefit if number of items are limited

Budiu, Raluca. "Nielsen Norman Group." *Carousels on Mobile Devices*, 19 Aug. 2018, <https://www.nngroup.com/articles/mobile-carousels/>. Accessed 23 Oct 2018.

Survey

What cellphone provider do you have?

21 responses

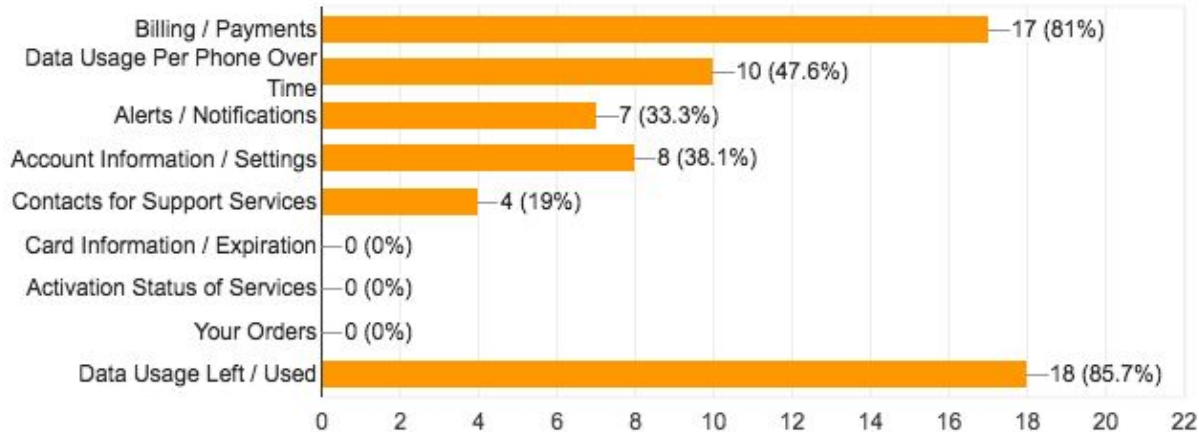


We conducted a survey which had 21 respondents. The first question asked was which cell provider they currently used. **None of the respondents were currently using Xfinity mobile.**

Survey

What are the 3 most important things you want to know about your account?

21 responses



We conducted a survey which had 21 respondents. Next we asked them about what they considered to be the pertinent information on their accounts. **The top two responses were Billing/Payments and Data Usage (used vs. unused)**

Survey

What do you hate most about your provider?

15 responses

They are so expensive.

Must be account owner or have permission from account owner told or sent to employee helping you for anything more than simple fix when using customer service.

Cell reception

I never have coverage when everyone around me does

The phones on our family plan sometimes have trouble placing and receiving calls

My cell reception is terrible and I have no idea where it's going to cut out. I learned the dead spots in Indiana fairly well, but I still have no idea where reception will cut out here.

Price

The day I have to pay for my own plan

We asked respondents what they hated most about their current provider. **Most of these responses were related to sharing a cell phone plan with family or a group of friends.**

Survey

What do you like/love most about your provider?

14 responses

I can get service almost anywhere.

Easy to read graphics used to show information about each phone such as days usage, type, cost per month

Reliable customer support

I seem to get coverage in areas where everyone else can't

Good rates

I was grandfathered into such a cheap plan with a large amount of data, so that's why I don't switch. I also like that it's prepaid; I refuse to get a plan that isn't prepaid.

Data coverage/signal strength

Overused data safety net, slows speed but provides connection

It is slightly more affordable than other providers

We asked respondents what they liked/loved most about their current provider. **Most respondents answered that their cell phone coverage area was great.**

Testing


Insights

- Limit number of alerts
- She is more likely to pay attention to alert banners if they popup after the zero banner state is shown
- Changing the content is valuable; the title message is highly important to following through the actions
- More rationale for the future consideration of graphs




Hero Banners States

Hero Banner States




Your card is expiring
Update your card to stay on track with payments.

Update Card

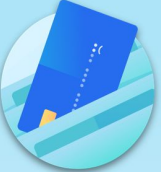


Looking good, Riley!
We'll keep an eye on your data usage and let you know if there's an opportunity to save money. For now, all looks good!




Activate incomplete
There was an issue activating your device. Finish up activation so you can start using your device.

Complete Activation




Payment didn't go through
Your payment could not be processed. Please verify and/or update your payment method.

Update Card



Full speed ahead!
You're cruising on high-speed Unlimited data. Keep enjoying the ride!



Activate your device
Your new device has arrived. Now it's time to activate the device so you can start using it.

Get Started

Payment Alerts

Zero State

Activation

Hero Banner States



Your order is in process

Your order is being processed. You'll get an email with next steps once it ships.

[View Order Details](#)



Reduced speeds ahead

Based on your data usage, we may reduce speeds, but you can still download, stream, and share.

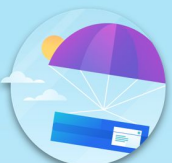
[Learn More](#)



Time to pump the brakes.

An account has used a lot of data so far. Speeds will be reduced for this cycle if they exceed 20 GB.

[Review Your Data](#)



Your order is en route

Your order is on its way to you. You'll get an email with next steps once it arrives.

[View Order Details](#)



Data Usage Alert

One or more accounts have used more than 3 GB of data this cycle. Switch to Unlimited now!

[Review Your Data](#)

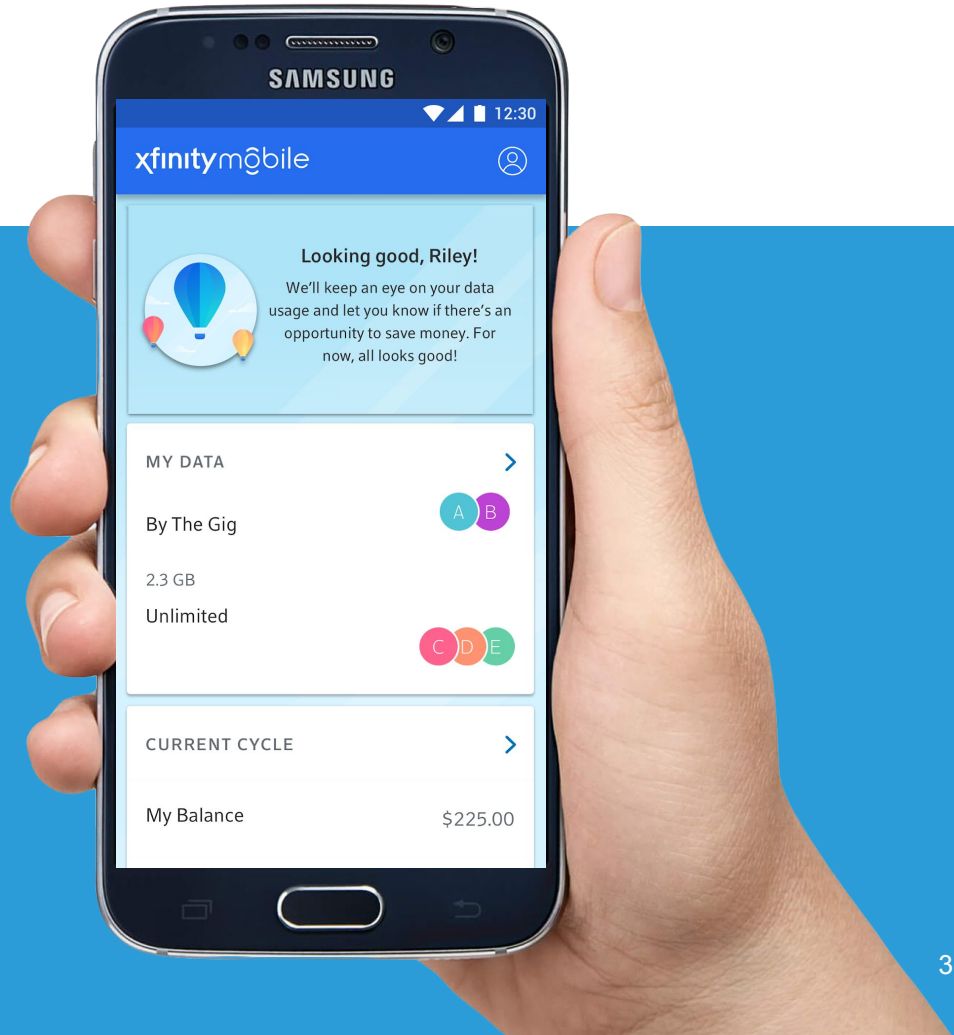
Order Status

Data Usage

Android

WELCOME

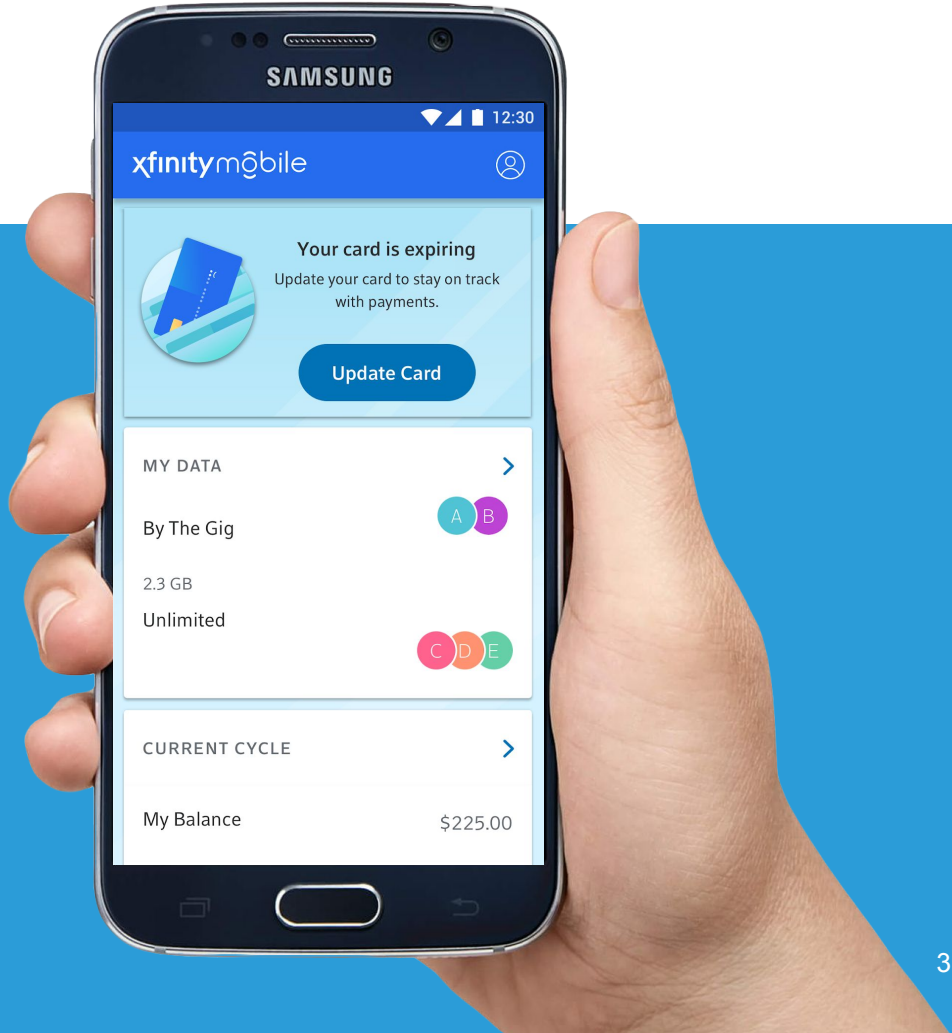
When a user has no urgent updates to their account, they will be welcomed by name with a small banner.



Android

BANNER

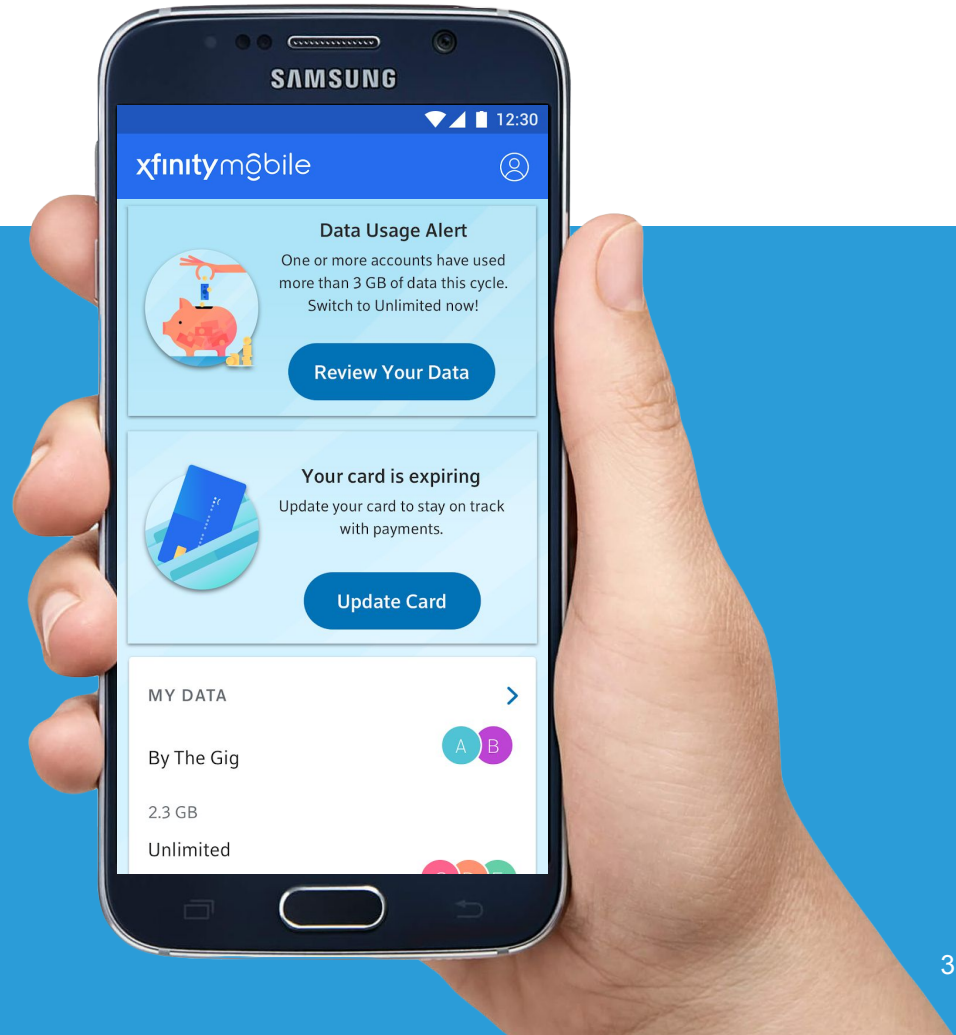
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Android

MULTIPLE

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Android

RESOLVING

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