

Homepage Navigation & Global Items Redesign

Wireframes



Competitive Analysis Intro

When approaching this project, we did not just want to add one more menu item in the top navigation and footer, but rather look at the entire menu and navigation setup to accommodate future products and promotions as the Spectrum brand and audience grows. Towards this end, a brief competitive analysis of Top Tier navigation with some of the other top brands in the same space is presented below.

Spectrum -		https://www.spectrum.com/
SHOP* PACKAGES INERNETS CABLE TVS PHONE BUSINESS SERVICES		
Xfinity -		https://www.xfinity.com/
SHOP* PRODUCTSS BUNDLES & DEALSS PROGRAMMMING CUSTOMERS		
Optimum -		https://www.optimum.net/
INTERNET TV PHONE SMART HOME		
Cox -		https://www.cox.com
LOGIN BUNDLES TV INTERNET PHONE HOMELIFE		
Direct TV -		https://www.directv.com/
SEARCH GET DIRECT TV EXPLORE WATCH MY ACCOUNT		
Dish TV -		https://www.usdish.com/
TV PACKAGES INTERNET BUNDLES CHANNELS DEALS EQUIPMENT		
FIOS -		https://fios.verizon.com/
BRAND SHOP EXPLORE CTA		

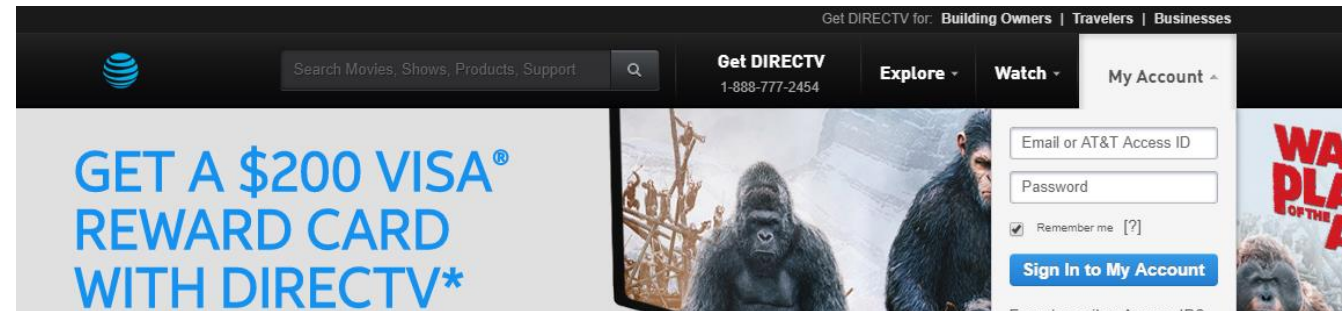
Navigation Competitive Analysis



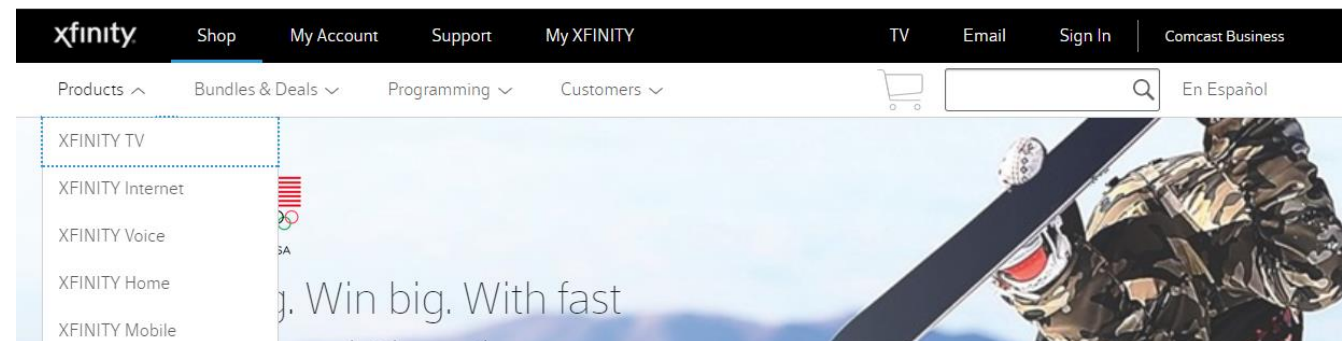
<https://www.spectrum.com/>



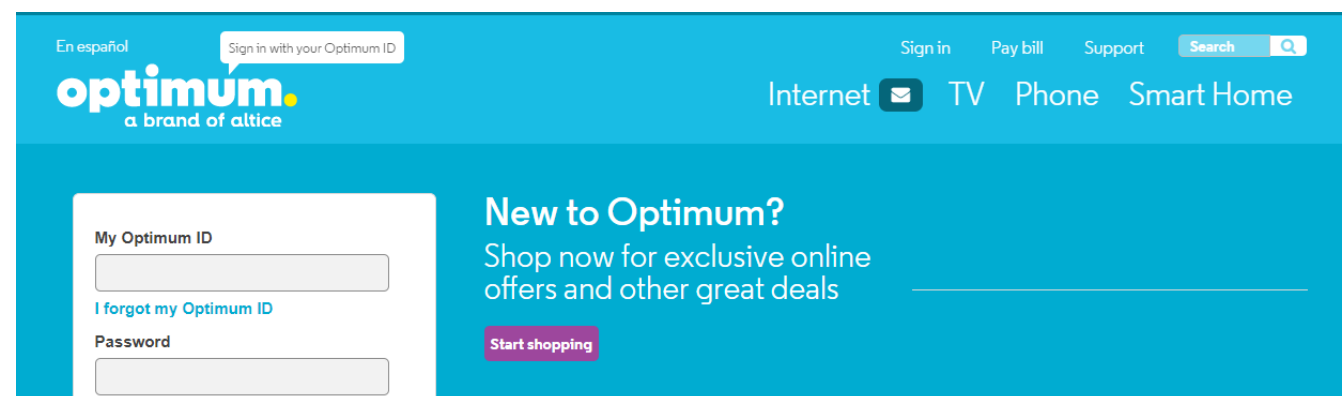
<https://www.directv.com/>



<https://www.xfinity.com/>



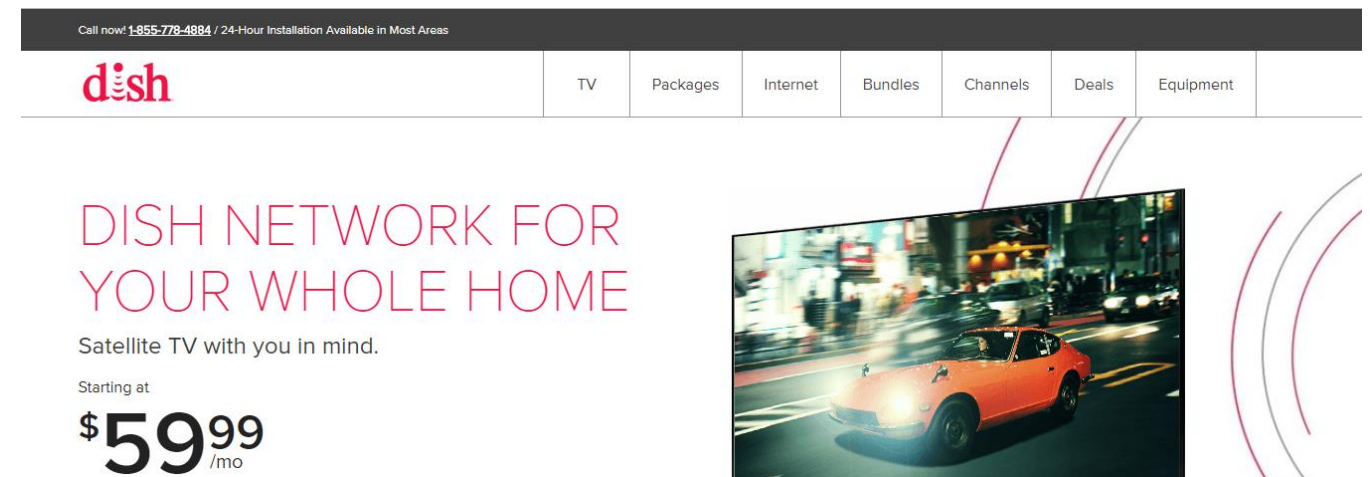
<https://www.optimum.net/>



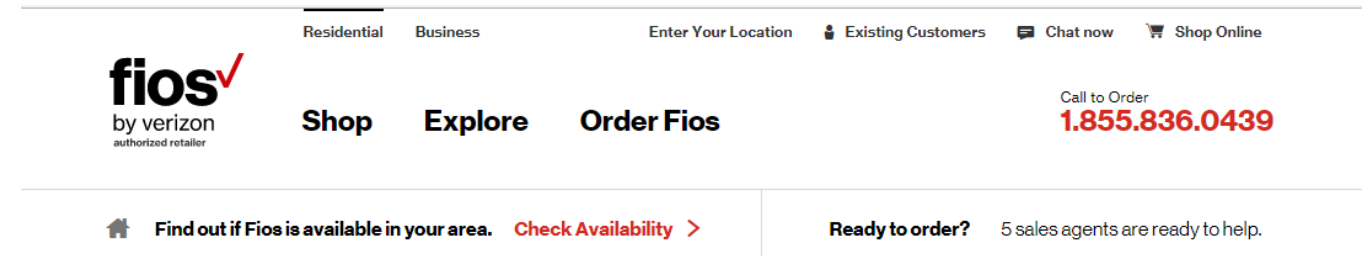
<https://www.cox.com>



<https://www.usdish.com/>



<https://fios.verizon.com/>



U/I Challenges

- Spectrum appears to use 2 utility navigation bars and a limited primary navigation.
- Utility menu needs to be more robust and use iconography.
- Some of the menu items on primary Nav. need to be combined & renamed accordingly.
- Introduction of new product lines in to main navigation and footer.
- Accommodation of future offerings. Exposure of deep content and key features on HP.
- No revolving content on the Homepage or footer.
- Making support easy to use. Live chat in not prominent enough.
- Services are different for Charter Spectrum, Time Warner Cable, Bright House Networks.
- There is an open question what constitutes a service what is a product.
It's a little hard to tell the difference from outside with out some guidance or discussion.
- Mobile menu is awkward and not intuitive.
- There needs to be a better way of differentiating residential and business service.
- Search needs to be more robust and should be delineated by section
- Search results page can also be an opportunity to serve key links and for promoting offers.
- Right now there is no provision for other languages on the site.

Proposed Utility Navigation

Brand/Home

Español

Login /Register

Pay Bill

Support

Offer Localization

Select Language

Search

Spectrum
Residential | Business

Español

Login /Register

Pay Bill

Support

Showing offers for 06902

English

Search



V.I.P. - Market/Sector selector

Proposed Primary Navigation (6 buckets)

* New product * Dual Nav Placement * Services that are different for Charter Spectrum, Time Warner Cable, Bright House Networks

SPECTRUM HOME

- Promo Carousel
- Why Spectrum
- Moving?
- Spectrum WiFi Hotspots
- Spectrum TV App
- Channel Lineup
- Security Suite
- Spectrum Contract Buyout
- Spectrum Business
- Spectrum Enterprise Solutions
- Spectrum.net
- Spectrum Reach
- Spectrum en Español
- Spectrum Community Solutions
- Retail Partner Program
- Spectrum Internet Assisl

PRODUCTS & BUNDLES

- Spectrum Triple Play Select
- Spectrum Triple Play Silver
- Spectrum Triple Play Gold
- Spectrum Internet
- Spectrum TV
- Cable TV
- Spectrum Voice (Phone)
- Winter Sales Event
- Mi Plan Latino*
- African American Package*
- Spectrum Mobile*
- Spectrum Streaming (TV Service)*
- Business Services
- Buy Out Contract

INTERNET

- Spectrum Internet
- Speed Test
- Home Wifi
- Wifi Hotspots
- Secure Browsing
- Parental Controls
- Contract Buy Out

CABLE TV

- Watch TV
- Live TV
- TV Guide
- My Library
- On Demand
- DVR
- Spectrum TV App
- Premium Channels
- Spectrum Streaming *

VOICE/PHONE

- Spectrum Voice Intemational
- Voicemail
- Forward All Calls
- VIP Ring
- Repeat Dialing
- Simultaneous Ring
- Caller ID
- Block Anonymous Calls
- Accept Selected Callers
- Readable Voicemail
- Set Backup Phone
- Call Waiting
- Forward Selected Calls
- Speed Dial
- Return Call
- Nomorobo
- Call Waiting with Caller ID
- Block Unwanted Callers
- 3-Way Calling
- Caller ID on TV
- Do Not Disturb
- Block International Calls
- Block Outbound Caller ID
- Trace Call
- Block Collect Calls
- Forward Calls When Busy
- Forward Calls When No Answer
- Block 3rd Party Charges
- Block 900/976 Calls

SUPPORT

- Customer Support
- My Account
- Pay My Bill
- TV Support
- Internet Support
- Voice Support
- Business Services Support
- Watch TV live *
- TV Listings *
- Channel Lineup *
- Wifi HotSpots *
- How-to-Videos *
- Moving *
- Home Security *
- Weather Outages
- Customer Disclosures
- Contact Us
- Find a Store Location*

This is not a comprehensive list of all the pages, rather this list is a suggestion of an approach to bucketing pages in to sections

I/A (UxD) Recommendations

- Simplify Navigation in to Utility menu and Primary menu.
- Create (Residential | Commercial) links under the Brand Logo to drive web traffic to appropriate service.
- Create Carousel (revolving mechanism) on HP & footer to serve up multiple offers and New Products.
- Enhance localization with IP Filtering, geolocation & browser location.
- MVT (Multi-variable testing) AB testing with different designs to see which one yields better conversion.
- UAT (User Acceptance Testing) Surveys [usertesting.com](https://www.usertesting.com) & [surveymonkey.com](https://www.surveymonkey.com)
- Improve “Advanced Search & Search Results” page to include key links (need stats for that).
- Use of Iconography in the Utility Navigation to indicate CTAs & Menu Items.
- Introduction of New Products in to HP, main navigation and footer using multiple placements.
- Exposure of deep content and key features on HP & footer using revolving content widgets.
- Making Support easy to use by adding “Live Chat” to Utility navigation and Support page & all footers.
- Carousel (Dynamic Rotating Content) mechanism on HP & footer for serving up promos and offers ensuring exposure of deep content and key features.
- Search should be more robust and be delineated by section. See <https://www.cox.com> for example.
- Search could have type-ahead “predictive” search functionality.
- Search results page can also be an opportunity to serve key links and for promoting offers.
- Mobile menu could be “Sticky” (Pinned navigation).
- Introduction of <language select> mechanism to support new diverse multi-lingual demographics.
- Recommend more prominent display of Social Media channels icons for customer engagement and feedback.

Site Sitemap Key

X.X

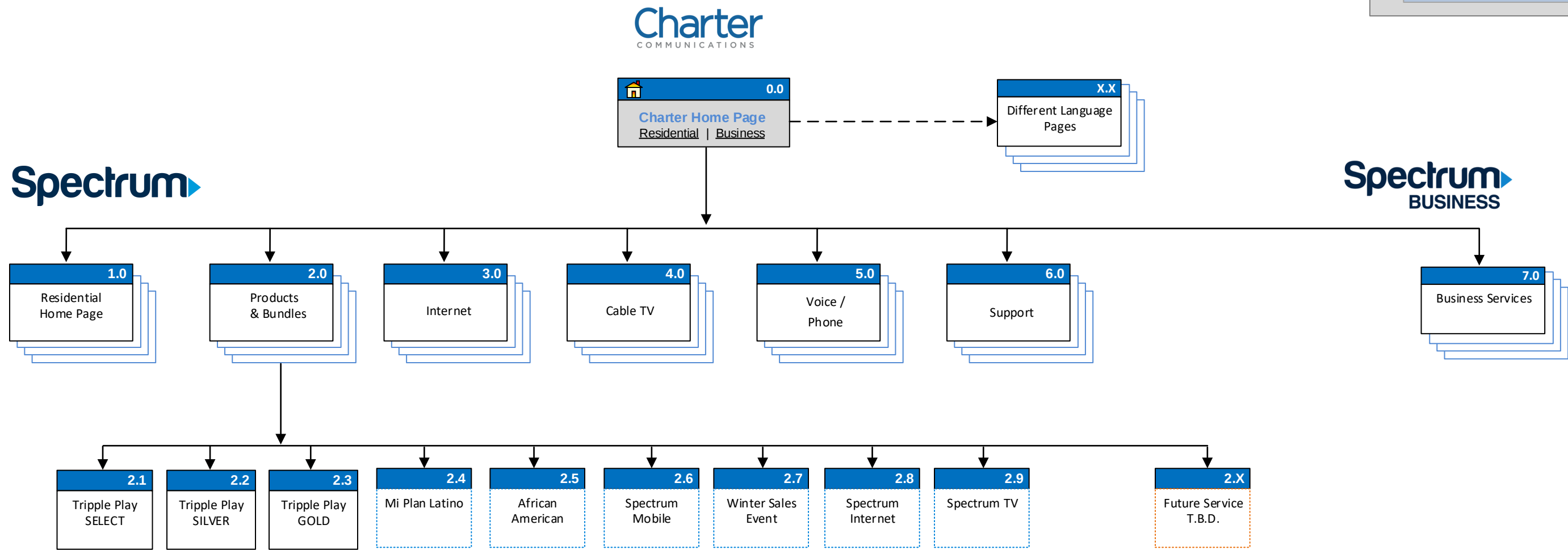
Current Page

X.X

Proposed Page

X.X

Phase Two



Exploring only this one section “Products & Bundles” with the most changes, the rest of the navigation follows current model. Please see Navigation Buckets on page 05 of this document.

GLOBAL ELEMENTS

Proposed

Residential | Commercial

Current

Español

Proposed

Login/Register

Current

Pay Bill

Proposed

Live Chat

Proposed

Support

Current

Offer / Service
Localization

Proposed

Language Toggle

Current

Search

WINTER SALES EVENT
SAVE UP TO \$200
when you order online now

FREE **FREE** **FREE**
INSTALLATION WIFI SETUP DVR SERVICE
on a qualified Spectrum Triple Play, exclusions apply²

Stuck in a contract? We'll buy it out up to \$500^o

SHOP ONLINE NOW

Street Address

[VIEW ALL OFFERS](#)**TV + INTERNET + VOICE**

\$29⁹⁹/mo
From **each for 12 mos**
when bundled*

Combine **TV, Internet** and **Voice** for the best deal

TRIPLE PLAY SELECT

LEARN MORE

125+

Channels

ESPN, Discovery, CNN, Lifetime, TLC, HGTV,
and much more!

The Fastest Internet

Unlimited Nationwide Calling

From **\$200** 99/mo

**-MOST POPULAR-
TRIPLE PLAY SILVER**

LEARN MORE

175+

Channels

All Select Channels
PLUS HBO®, Showtime®, Cinemax® and
NFL Network

The Fastest Internet

Unlimited Nationwide Calling

SELECT+
\$200 more

TRIPLE PLAY GOLD

LEARN MORE

200+

Channels

All Silver Channels
PLUS STARZ®, TMC®, STARZ ENCORE® and
NFL RedZone

The Fastest Internet

Unlimited Nationwide Calling

SILVER+
\$200 more

U/I Primary Navigation

Español

Login /Register

Pay Bill

LIVE CHATSupport

Showing offers for 06902

English🇺🇸

Search

f t i y

Spectrum
Residential | Business

Products & Bundles ▾

Internet ▶

Cable TV▶

Voice / Phone ▶

Support ▶

Spectrum Triple Play Select

Spectrum Triple Play Silver

Spectrum Triple Play Gold

Spectrum Internet

Spectrum TV

Cable TV

Spectrum Voice (Phone)

Winter Sales Event

Mi Plan Latino

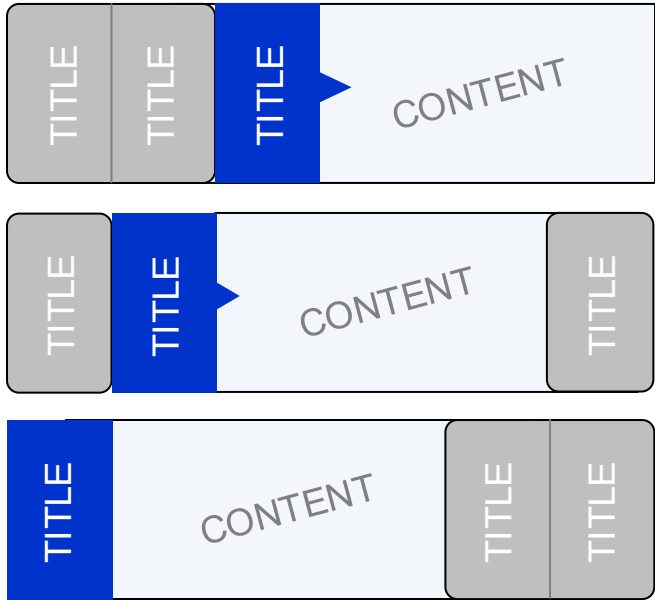
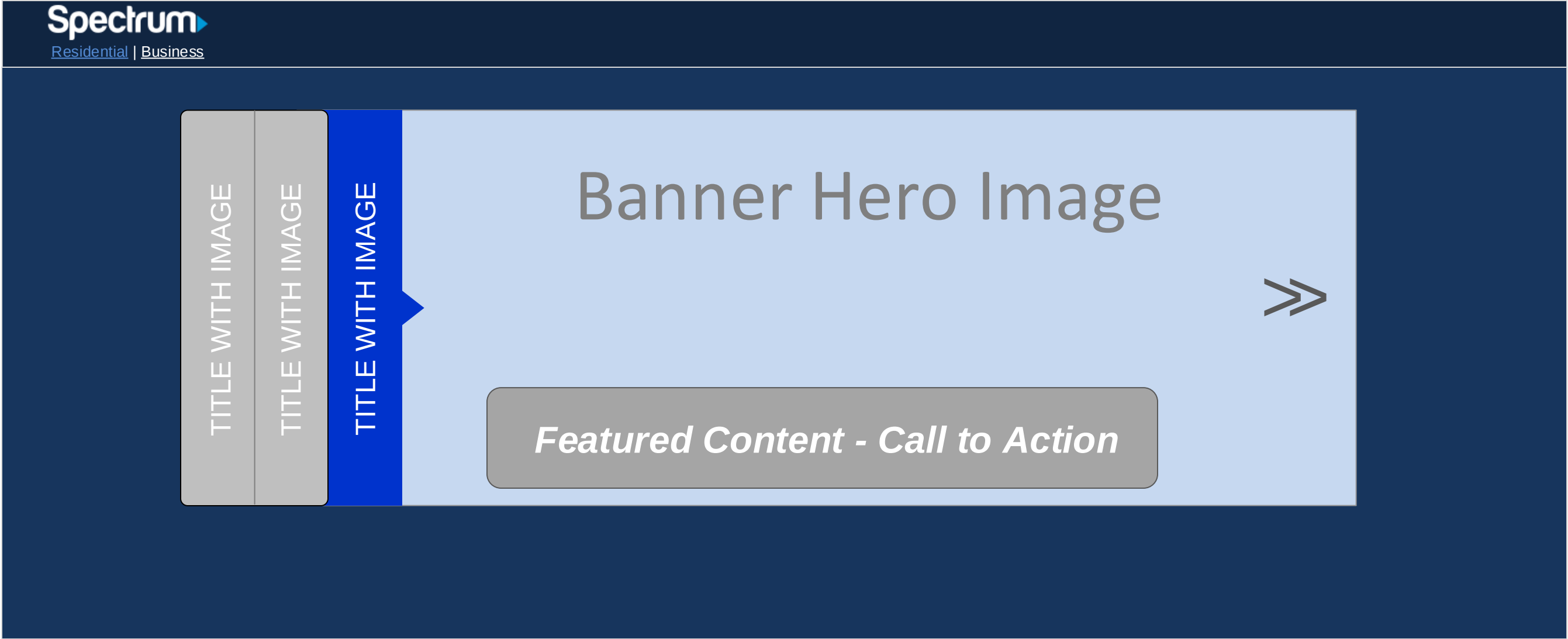
African American Package

Spectrum Mobile

Spectrum Streaming (TV)

Business Services

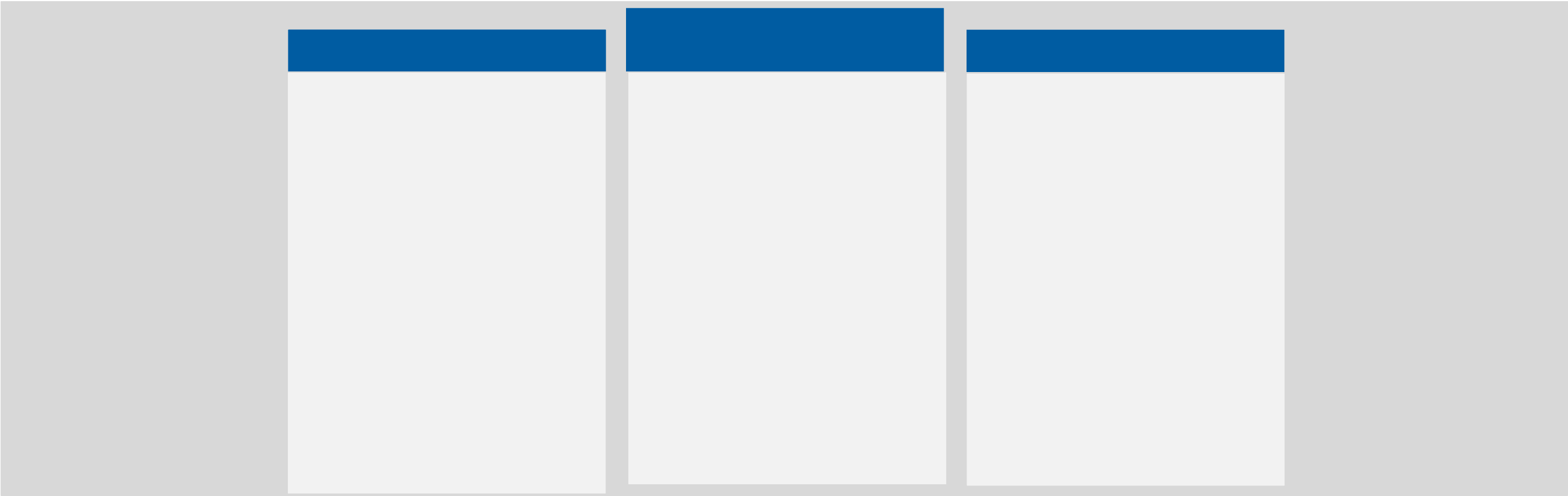
For other Sub Navigation (Second Tier) Items please see page called “Navigation Buckets” on Page 05



Carousel mechanism on HP & footer for dynamic content rotation and serving up promos and offers



Carousel mechanism on HP & footer for dynamic content rotation and serving up promos and offers





Introducing Spectrum's Audible TV Guide

We now offer audible TV experience for our customers with visual disabilities. [Learn More >](#)

Are you a senior citizen over 65 with Supplemental Security Income or is your family part of the National School Lunch Program?

You may qualify to save on your Internet with Spectrum Internet Assist. [Learn More >](#)

About Spectrum

- Spectrum Business
- Spectrum Enterprise Solutions
- Spectrum.net
- Spectrum Reach
- Spectrum en Español
- Spectrum Community Solutions
- Retail Partner Program
- Spectrum Internet Assist

Shop Spectrum

- Spectrum Triple Play Select
- Spectrum Triple Play Silver
- Spectrum Triple Play Gold
- Spectrum Internet
- Spectrum TV
- Spectrum Voice

Explore Spectrum

- Why Spectrum
- Moving?
- Spectrum WiFi Hotspots
- Spectrum TV App
- Channel Lineup
- Security Suite
- Test Your Internet Speed
- Spectrum Contract Buyout

Customer Service

- My Account
- Pay My Bill
- Weather Outages
- Customer Disclosures
- Support
- Contact Us
- Find a Store Location

Search for Services in Your Area

- Alabama | Arizona | California | Colorado | Connecticut | Florida | Georgia | Hawaii | Idaho | Illinois | Indiana | Kansas | Kentucky | Louisiana | Maine | Massachusetts | Michigan | Minnesota | Missouri | Montana | Nebraska | Nevada | New Hampshire | New Jersey | New Mexico | New York | North Carolina | Ohio | Oregon | Pennsylvania | Rhode Island | South Carolina | South Dakota | Tennessee | Texas | Utah | Vermont | Virginia | Washington | West Virginia | Wisconsin | Wyoming



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- [Spectrum en Español](#)
- [Spectrum Community Solutions](#)
- [Retail Partner Program](#)
- [Spectrum Internet Assist](#)

Shop Spectrum

- [Spectrum Triple Play Select](#)
- [Spectrum Triple Play Silver](#)
- [Spectrum Triple Play Gold](#)
- [Spectrum Internet](#)
- [Spectrum TV](#)
- [Cable TV](#)
- [Spectrum Voice](#)
- [Spectrum Mobile](#)
- [Mi Plan Latino](#)
- [African American Programming](#)
- [Winter Sales Event](#)
- [Spectrum Streaming \(TV\)](#)
- [Business Service](#)

Explore Spectrum

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- [Channel Lineup](#)
- [Security Suite](#)
- [Test Your Internet Speed](#)
- [Spectrum Contract Buyout](#)

Customer Service

- [My Account](#)
- [Pay My Bill](#)
- [Weather Outages](#)
- [Customer Disclosures](#)
- [Support](#)
- [Contact Us](#)
- [Find a Store Location](#)

Sliding Marquee Carousel Rotating Promos & Offers

CALL TO ACTION
MESSAGING
& BUTTON



Search for Services in Your Area

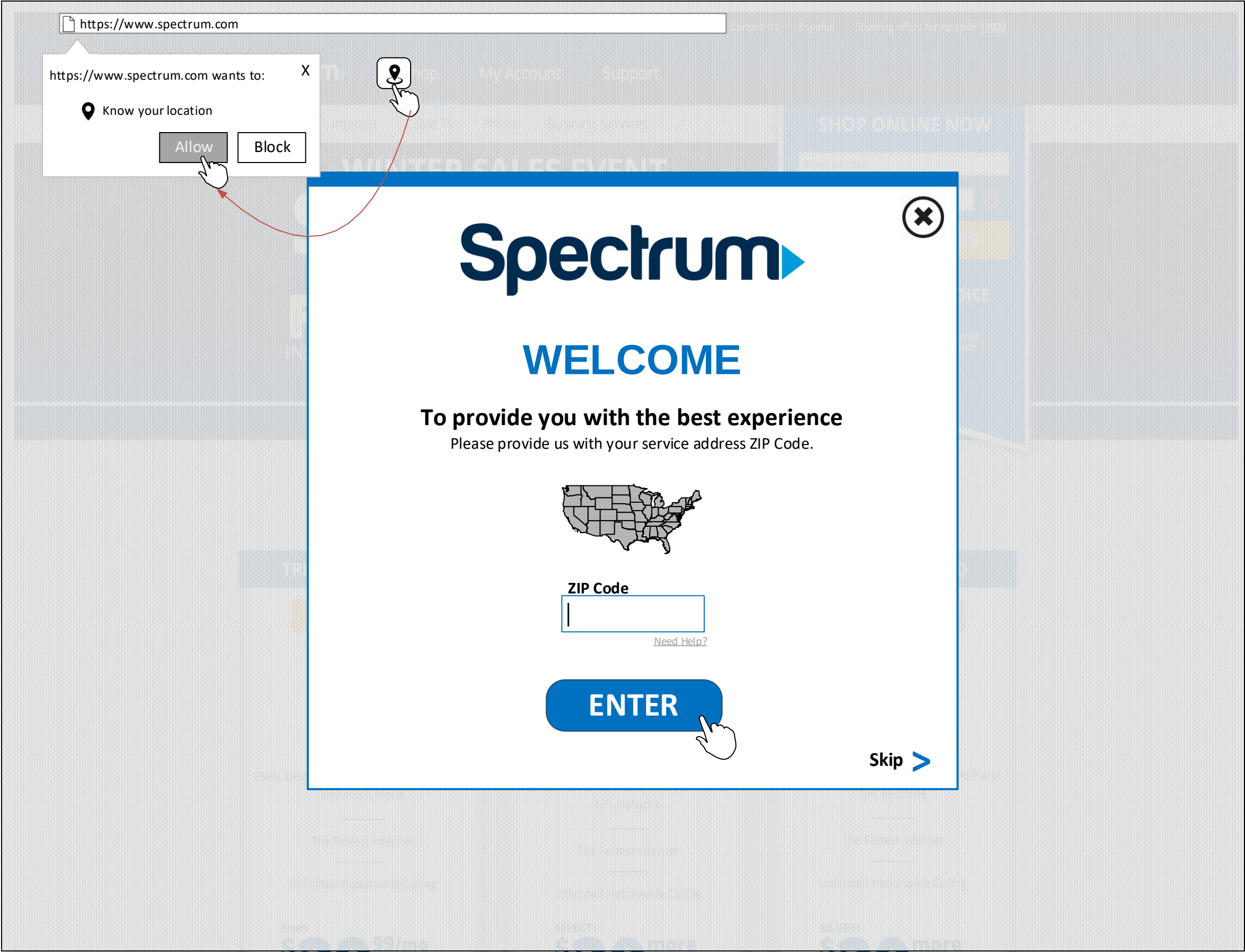
Alabama | Arizona | California | Colorado | Connecticut | Florida | Georgia | Hawaii | Idaho | Illinois | Indiana | Kansas | Kentucky | Louisiana | Maine | Massachusetts | Michigan | Minnesota | Missouri | Montana | Nebraska | Nevada | New Hampshire | New Jersey | New Mexico | New York | North Carolina | Ohio | Oregon | Pennsylvania | Rhode Island | South Carolina | South Dakota | Tennessee | Texas | Utah | Vermont | Virginia | Washington | West Virginia | Wisconsin | Wyoming



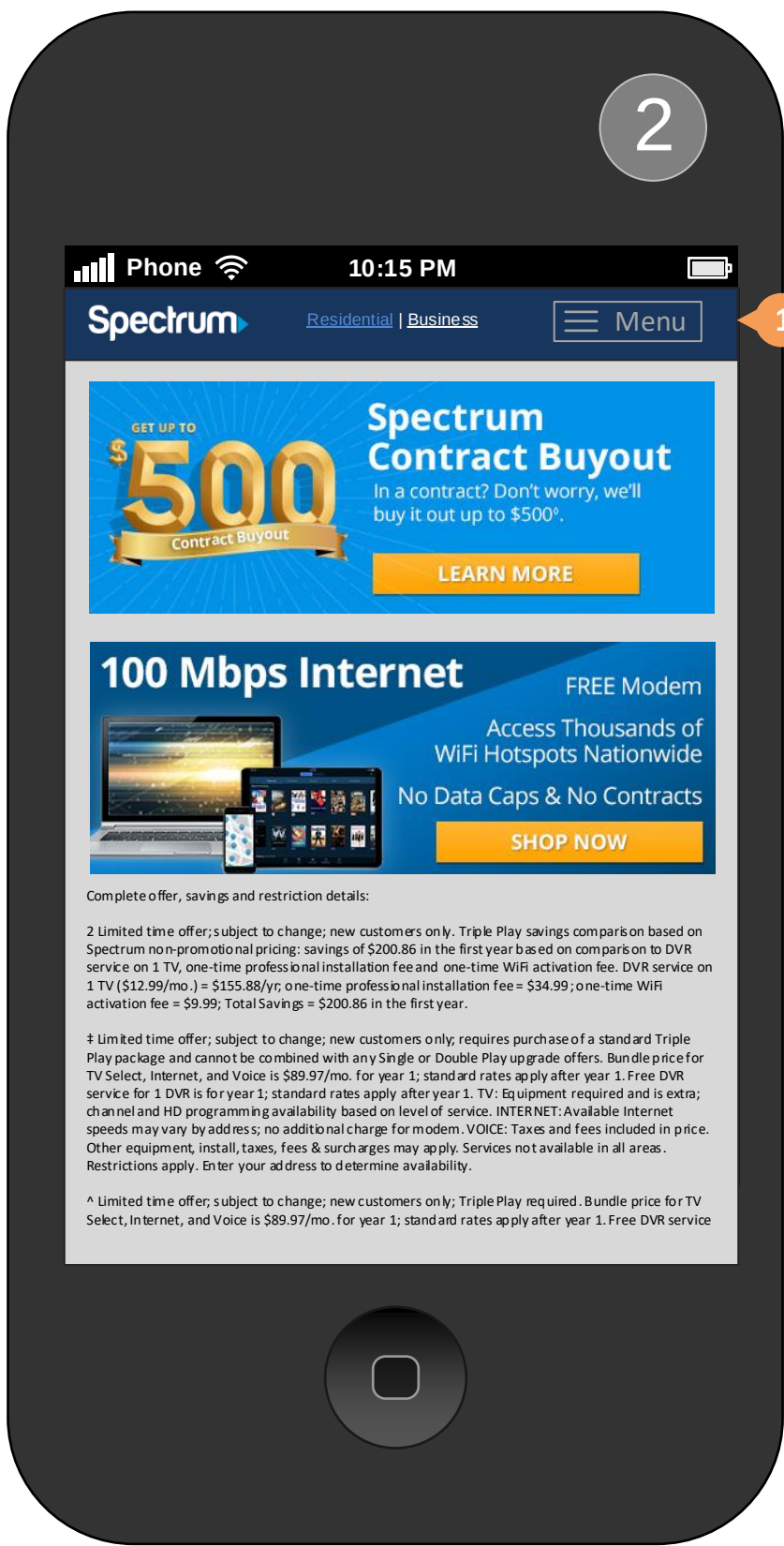
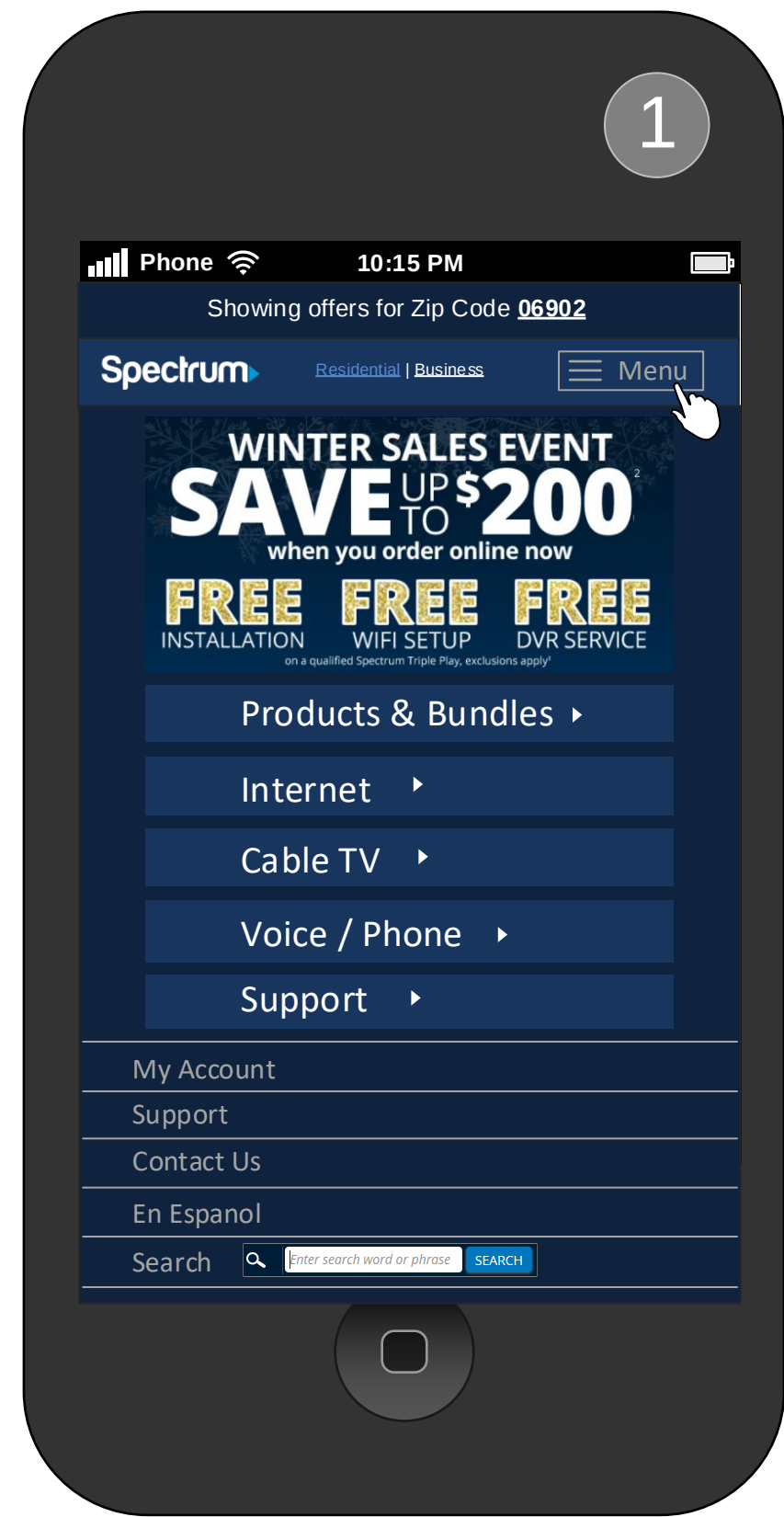
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Localization Pop-up



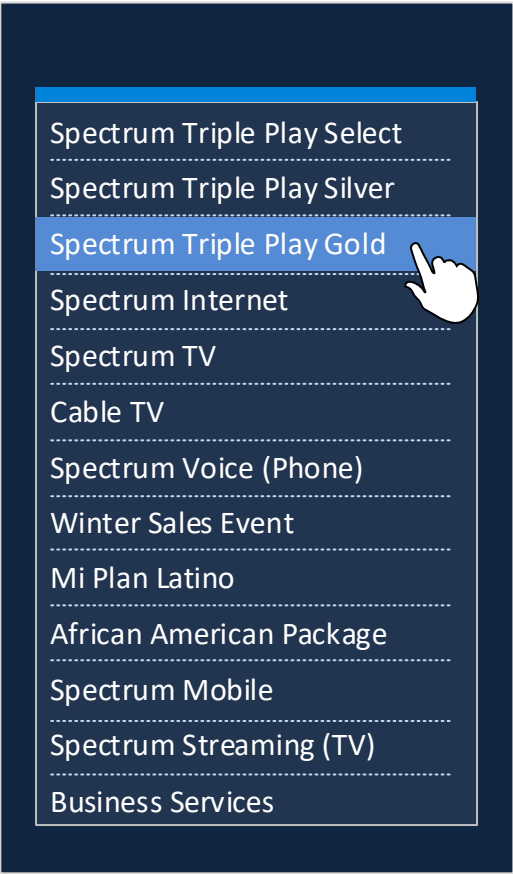
UxD Suggests
exploring a
Modal Pop-up for
localization



ANNOTATIONS & NOTES

- 1 UxD suggest floating navigation tool bar as user scrolls down.

Tertiary Menu



Answers to Creative Brief (S.O.W.) questions

- Q1:

Do we create a nav item that groups these together and link Mi Plan and AA off a landing page from the site?
- A1:

UxD suggests making one bucket called “Products & Bundles” and having all products and offers live there.
- Q2:

If our “multicultural” selections will be ever-expanding (we might add, let’s say, a Chinese channel package), how do we showcase these?
- A2:

One way this can be served up is- as the language switches, contextual offers are displayed. Multiple placements are recommended.
- Q3:

Do we place a link on the top Nav. or do we add a section on the TV page that then links out to a cultural page with all of these options?
- A3:

Both options are worth exploring, additionally carousel placement in HP & Footer will get additional visibility.
- Q4:

How do we continue to give the same amount of prominence to “My Account,” “Support” and “Business?” Is it clear where these go and why someone should click on them?
- A4:

Not sure if there is a need to give different Nav. items the same priority. I prefer to think of the navigation from the standpoint of “Utility navigation” which supports and is separate from Primary navigation which should be oriented toward primary business function “Buy Flow” of the site.
- Q5:

Where do we place the streaming service? On the TV page since it’s a TV product?
- A5:

The most practical answer is non-binary. Dual or Multiple placement is a good way to assure visibility. This is another reason why rotating content (Carousel) approach is a “low hanging fruit” for serving up hidden (deep) content.
- Q6:

The spectrum.com site is primarily a sales channel for new customers, however, we also support all traffic that might be for existing customers, investor relations, etc. That said, new customers might be looking for several different things. More channels in their native language, services for small business, add a line of business for existing customers (who won’t be eligible to receive new customer promotional pricing), etc.
- A6:

Page 12 shows a mechanism in the Utility navigation to switch languages based on the demographics or language preferences.

