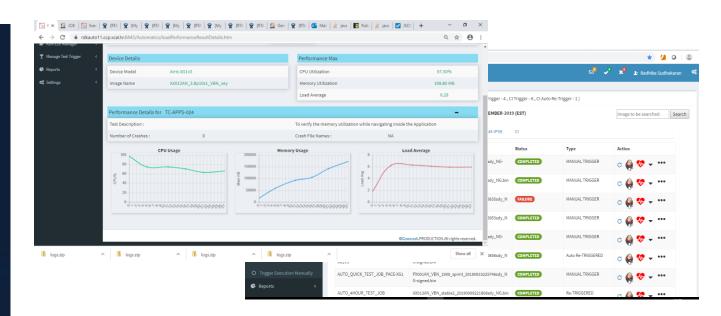
DISCOVER

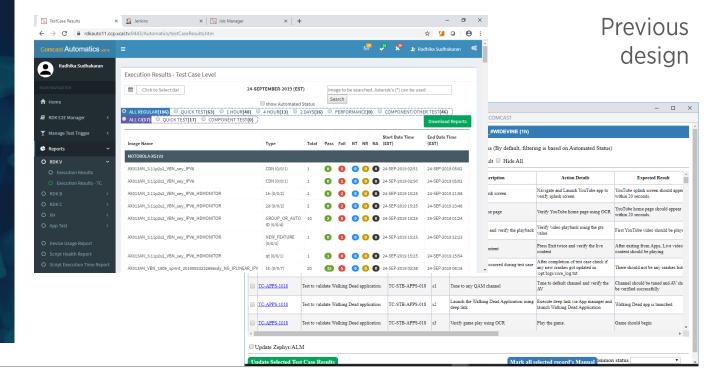
Improving the overall visualization and UI of the application for an American telecommunications conglomerate

Digital Transformation | Data Driven Analytics And Visualization | Network Testing And Monitoring | Application Modernization



Improving the overall user experience of the customer's application to improve data visualization and usability and redesigning the entire visual look and feel of the UI.





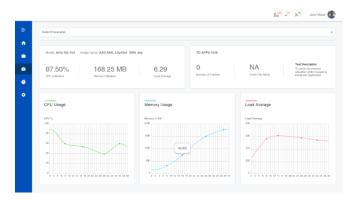
The customer is a telecommunications conglomerate based in Philadelphia, Pennsylvania, and the world's second-largest broadcasting and cable television company by revenue and the largest home Internet service provider in the United States.

BACKGROUND

The customer has a web-based test automation analytics tool that orchestrates automated verification of RDK builds against various set-top models and speeds up RDK build release. The software also helps with test planning, execution, analysis, and reporting.

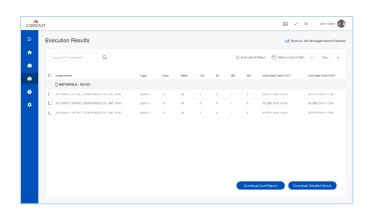
There was a lot of information being communicated, and due to poor information organization and overwhelming visual feedbacks, the users experienced cognitive overload, affecting overall productivity and reliability. As a result, they desired to redesign the entire tool to maximize the full potential of the available information to improve overall performance.

I am interested to learn about UX services!



Enhanced data visualization

Rich and sophisticated data visualization designed specially designed for Job Managers to easily trigger executions, manage reports while mapping devices, view performance, status i.e health test results and reports.



Simplified, easy to use interface

Uncluttered layout with single click interactions for maximum usability. Ensuring visual consistency adhering to design guidelines set by Comcast.

PROJECT SCOPE

UX audit of existing application

Analysis of the existing interface to identify key problem areas for feature accessibility, usability, etc.

Defining key interactive insights and touchpoints to lay down the framework for the new experience

Simplifying layouts

Simplifying complex data and information to reduce cognitive load

Better organization of information on the screen

Simplifying feature accessibility

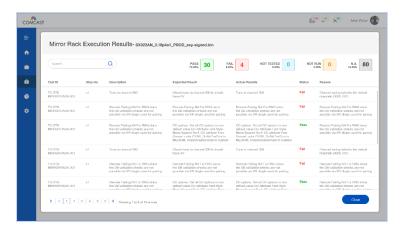
UX flows and design spec creation

Designing the information architecture showcasing the hierarchy of all functionalities and modules

Design of wireframes and Navigation Styles Exploration

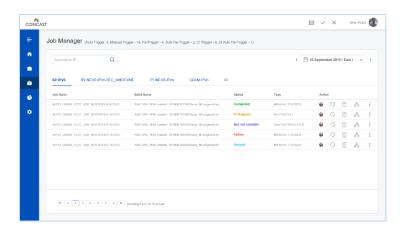
Adherence to visual guidelines

Visual design in accordance with Design guidelines set by Comcast to align the product with the brand and allow homogeneity across different Comcast products and platforms



Structured information clusters

Optimizing the use of available on-screen real estate to organize the information effectively, to ensure easy communication of information



Job Manager

Interface for Job managers to get the latest up to date job details and also enables them to assign a set of actions based on status updates with a single click

IMPACT

Reduced potential for error with

simplified data

communication

Improved
operational
efficiency with
better
information
prioritization

Increased productivity with enhanced usability and feature accessibility

Optimizing
Performance
with clear data
interpretation
and reduced
cognitive load
on the user

Application modernization in accordance with brand homogeneity

For more information, please contact us by clicking here.