# iggy

TAYLOR SAMS

PROJECT OVERVIEW

The Product

iggy is a platform with the goal of ensuring that everyone can have a reliable home broadband connection regardless of their situation or background. By connecting communities to the internet **iggy** can help ensure everyone gets access to its wealth of knowledge and services.

Duration

The project lasted from January 2022 to February 2022
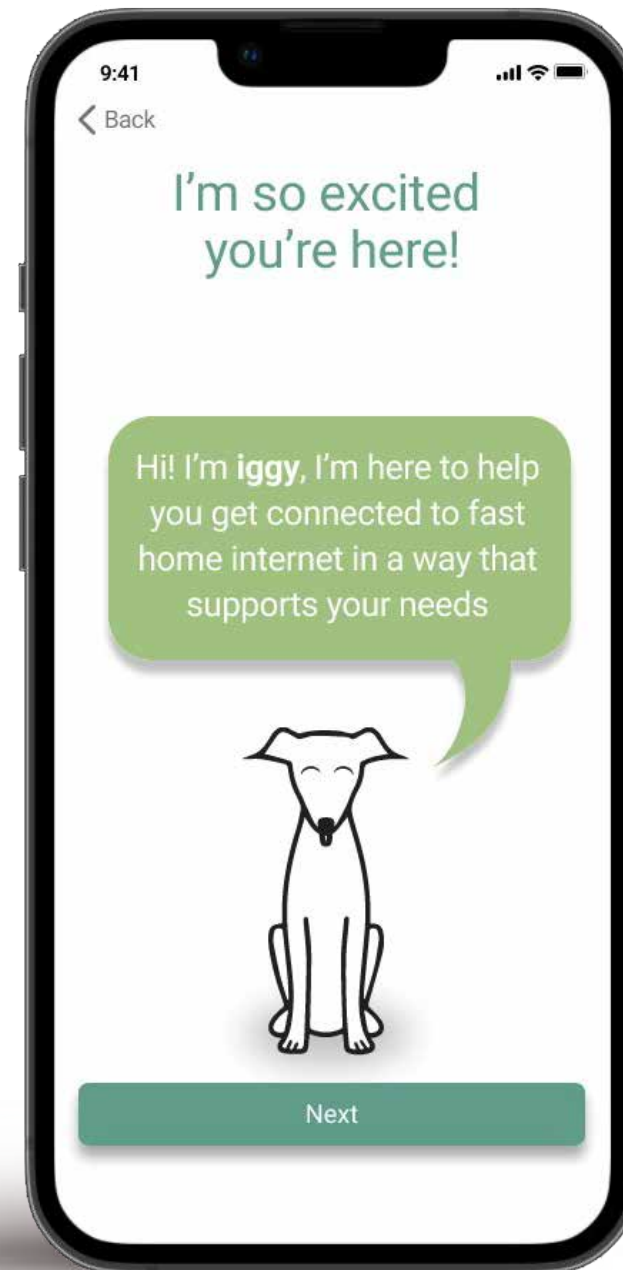
PROJECT OVERVIEW

The Problem

The big question: who's not connected in our communities at home and why? I collected data from white papers and online journals to figure out who these people were and what barriers exist for them so that iggy can meet them where they are and address their specific needs.

The Goal

Design a platform that targets those three specific groups to connect them with resources to ensure they can access a broadband internet connection at home.

PROJECT OVERVIEW

My Role

UX designer, creating a platform to get households with out a broadband connection at home connected.

Responsibilities

Conducting research, interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

THE USER

UNDERSTANDING THE USER
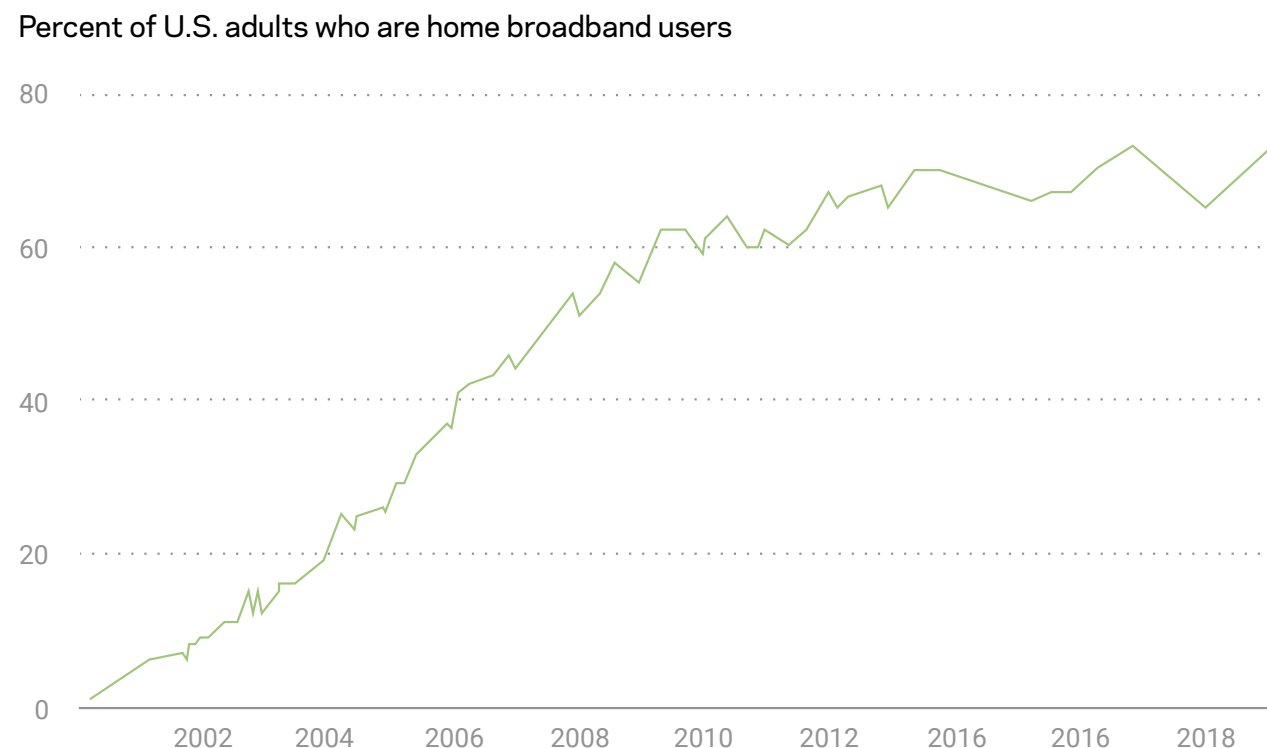
User Research

Personas

Problem Statements

User Journey Maps

THE USER

User Research: Summary

The United States has quickly adopted internet use: in the year 2000 1% of Americans had a broadband connection at home, by 2021 that had risen to 77%[1] and the way that we access information and services had been drastically altered. However there is a gap remaining and 23% of households are unable to access what has become a crucial piece of infrastructure.[2]

Percent of U.S. adults who are home broadband users

THE USER

User Research: Summary

This is referred to as the digital divide and conservative estimates suggest that it effects about 21 million people.[2] Three demographic subgroups make up the majority of this group and have a significantly lower adoption rate than others in the same category. They are: people who make less than $30,000[1] per year, 57% adoption vs 92% for those who make $75,000 or more; those who did not complete high school,[1] 46% adoption vs 94% for those who hold a college degree; and those over the age of 65,[1] 64% vs those aged 18-49 at 86%. All other demographic variables including race, gender, and sexual orientation hew to similiar high levels of home internet adoption across groups.

Adults in each group without a broadband connection at home

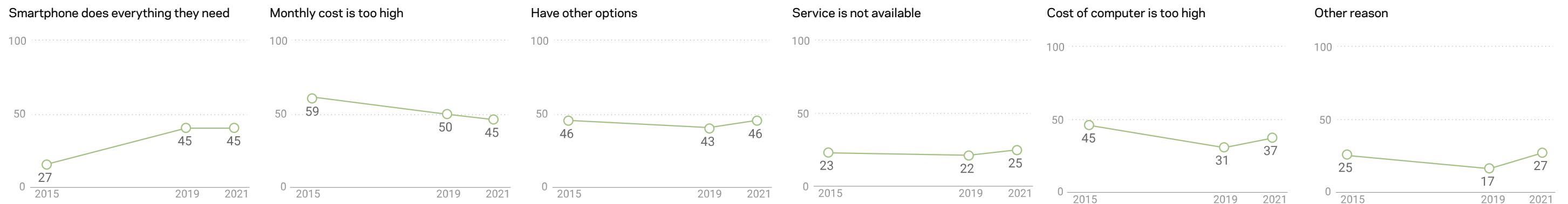| 57%	64%	46%
Income	Age	Education
Adults who make less than $30,000	Adults over the age of 65	Adults who did not complete high school

THE USER

User Research: Summary

One of the most common reasons Americans cite for not subscribing to broadband at home is cost: 45% of adults say the monthly cost is too expensive[1] and 40% say the cost of a computer is too high. A portion of this group has turned to smartphones as a way to access the internet instead and are considered "smart-phone only" internet users. Smartphone adoption has increased rapidly in the last decade and in 2017 smartphone ownership surpassed home broadband connections.

Percent of users who cite the following as a reason they don't have broadband at home

Smartphone does everything they need	Monthly cost is too high	Have other options	Service is not available	Cost of computer is too high	Other reason
27 (2015), 45 (2019), 45 (2021)	59 (2015), 50 (2019), 45 (2021)	46 (2015), 43 (2019), 46 (2021)	23 (2015), 22 (2019), 25 (2021)	45 (2015), 31 (2019), 37 (2021)	25 (2015), 17 (2019), 27 (2021)

THE USER

User Research: Pain Points

1

Cost

For low income families the cost of broadband access is too high.

2

Lack of Information

Many people over the age of 65 don't understand how they could benefit from broadband and don't know how to set it up.

3

Accessibility

There are parts of the country that lack critical broadband infrastructure.

THE USER

Persona: Imani

Age: 24
Education: Some High School
Hometown: Brooklyn NY
Family: Married, 1 Child
Occupation: Waitress

"I just can't afford to pay an internet bill on my pay when there are so many other things every month"

Problem Statement:

Imani is a black, married, cis-gendered waitress. She needs to help her child study for school and study for her GED but with all of her month bills a home broadband connection is too expensive.

Goals:

- To get affordable broadband access

- To get access to education programs

- To get her child online to do school work

Frustrations:

- It costs to much

- "I dont have time and don't understand how to find programs that will help pay for it"

THE USER

Persona: Elizabeth

Age: 72

Education: High School

Hometown: Peoria, IL

Family: Widowed, 2 Children
4 Grandchildren

Occupation: Retired

"My grandkids are always saying 'grandma lets facetime' but I don't really know what that is or how to get on it"

Problem Statement:

Emily is a white, widowed, straight, grandmother of 4. She wants to stay in touch with her family but she doesn;t have an internet connection and isn't sure about how to use computers or set one up.

Goals:

- To get affordable broadband access

- To learn more about the internet

- To get a smart device

Frustrations:

- "I dont' understand how this works or what to do"

- Who to contact about what, and what she should look for

User Research: User Journey Map

Goal: Buy Movie Tickets for her family in an App

ACTION	Try to find local providers	Compare available plans	Reach out to company to sign up	Sign up for plan	Get Online
TASK LIST	Tasks A. Look up local providers in a phone book B. Look at ads around the area	Tasks A. Try to find plans B. Maybe use smart phone to try to compare	Tasks A. Call all of the companies	Tasks A. Provide information B. Schedule an Install date	Tasks A. Provide information B. Schedule an Install dateA. Connect devices to router and modem and use the internet.
FEELING ADJECTIVE	A. Provide information B. Schedule an Install dateFrustration, most companies don't list internet services in phone book. Ads are profit making	Confusion, plans are confusing and expensive. Hard to navigate offers	Excitement, having selected a plan. Most telecoms are very responsive to new accounts	Anxiety about the cost and start up fees.	Relief finish the process and joy at having access to the new resources.
IMPROVEMENT	Filter and list providers in one place	Filters to eliminate incompatible ones	Easy plan information display and sigh up process	Guided access interface to help with the process	Provide devices to those that can't afford them.

INITIAL DESIGN

Starting the Design

Paper Wireframes

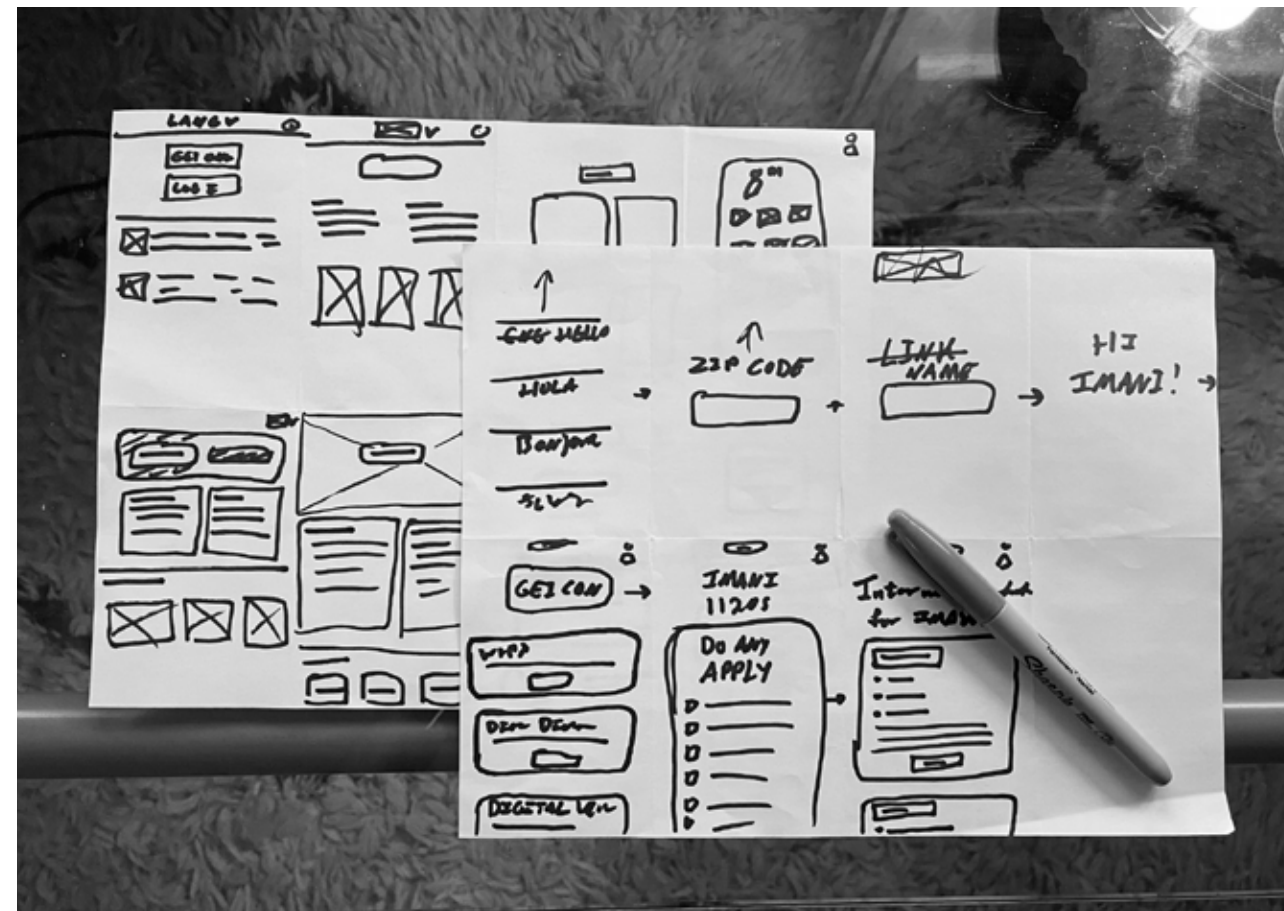Digital Wireframes

Low-fidelity Prototype

Usability Studies

INITIAL DESIGN

Ideation

I iterated through several paper wireframes testing different ways to learn about users and use that information to filter subsidy programs and then present them with solutions that they qualified for. It was interesting trying to build trust and guide users without being overly prescriptive and wordy.

INITIAL DESIGN

The top section always strikes a positive tone and lets the user what to do on the page

Digital Wireframes

A large portion of the users coming to this platform won't have a great deal of digital literacy. The dedicated mobile app is focused on the 15% of users in the group who are defined as "Mobile Internet Access Only" They only access the internet through a personal smart device. By keeping the design to mobile OS design systems it feels very familiar and reduces opportunities for confusion.

Each matched options is presented on card that lays out its info and explains its terms. A get button lets users pick their plan.

9:41

‹ Back

Lets get connected!

These are the current offers that you qualify for:

Option 01

TELECOM PLAN 01

$14.50 Monthly
Data: Unlimited
One time fee: $19

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s

GET

Option 02

TELECOM PLAN 02

$9.99 Monthly

INITIAL DESIGN

The main goal of the app is to connect people with plans so the main flow button is featured first
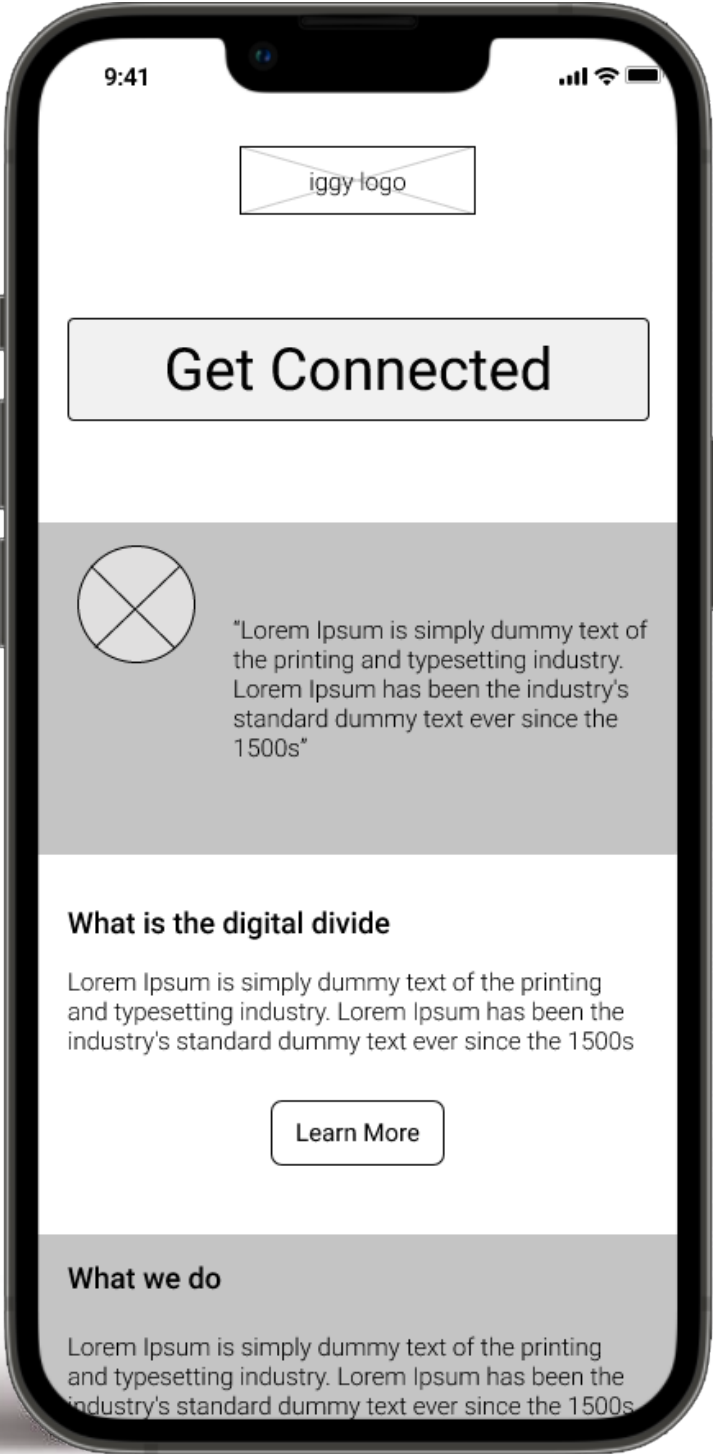
Digital Wireframes

The home page needed to direct users to the sigh up flow but also provide educational and supporting information for users who needed more information.

A quote from a successful user builds confidence and trust

Some users may not understand why this is important. Education links are featured.

iggy logo

Get Connected

"Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s"

What is the digital divide

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s

Learn More

What we do

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s

INITIAL DESIGN

Low Fidelity Prototype

The low fidelity prototype linked together the main search and ticket buying user flow and allowed for testing .

test the low fidelity prototype here

INITIAL DESIGN
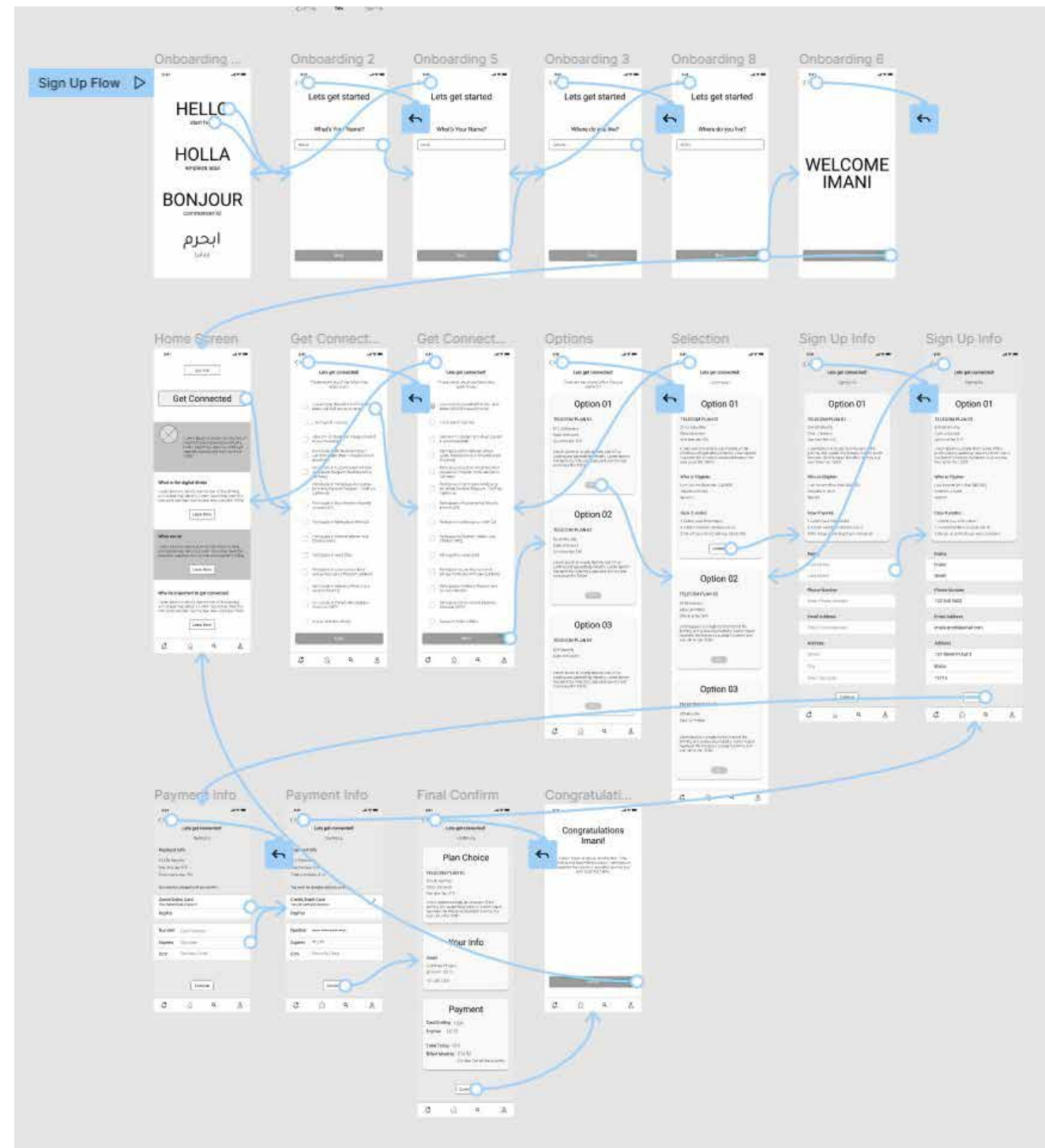
Usability Study: Findings

The low fidelity prototype was tested with 4 different users in two rounds to get feed back and find issues in the main sign up flow.

Round 1 Findings:

1: Older users wont use scroll to see more

2: Button on home screen could be more prominent

3: Wanted more clarity about why information was being requested

4. Worried about how personal information was being used

Round 2 Findings:

1: Users want more guidance about whats happening on each screen

2: Confirmation page needs to be more clear about what happens next

3: Having so many options on the filtering screen overwhelmed some users.

REFINED DESIGN

Refining the Design

Mockups

High-fidelity Prototype

Accessibility

REFINED DESIGN

Mockups

The usability study highlighted that users were overwhelmed by the amount of information on the Qualifies page. By breaking it into a series of pages that group options by type it was much easier to navigate.
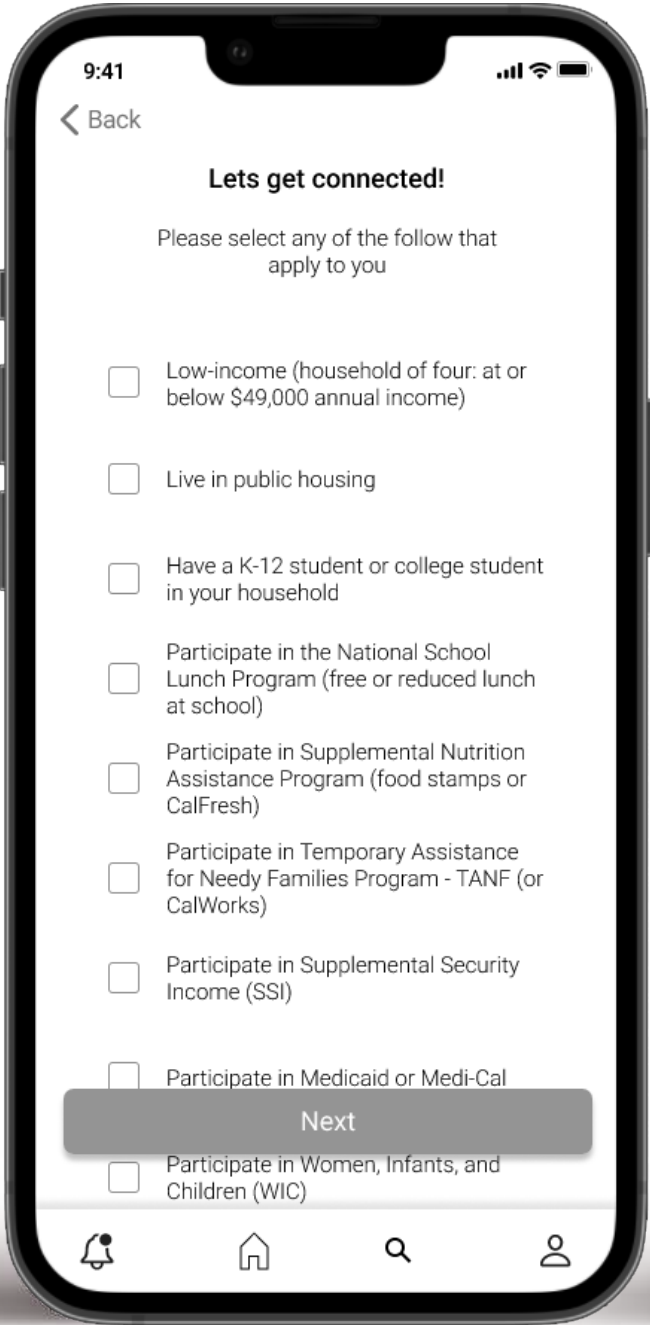
Before ⟶ After
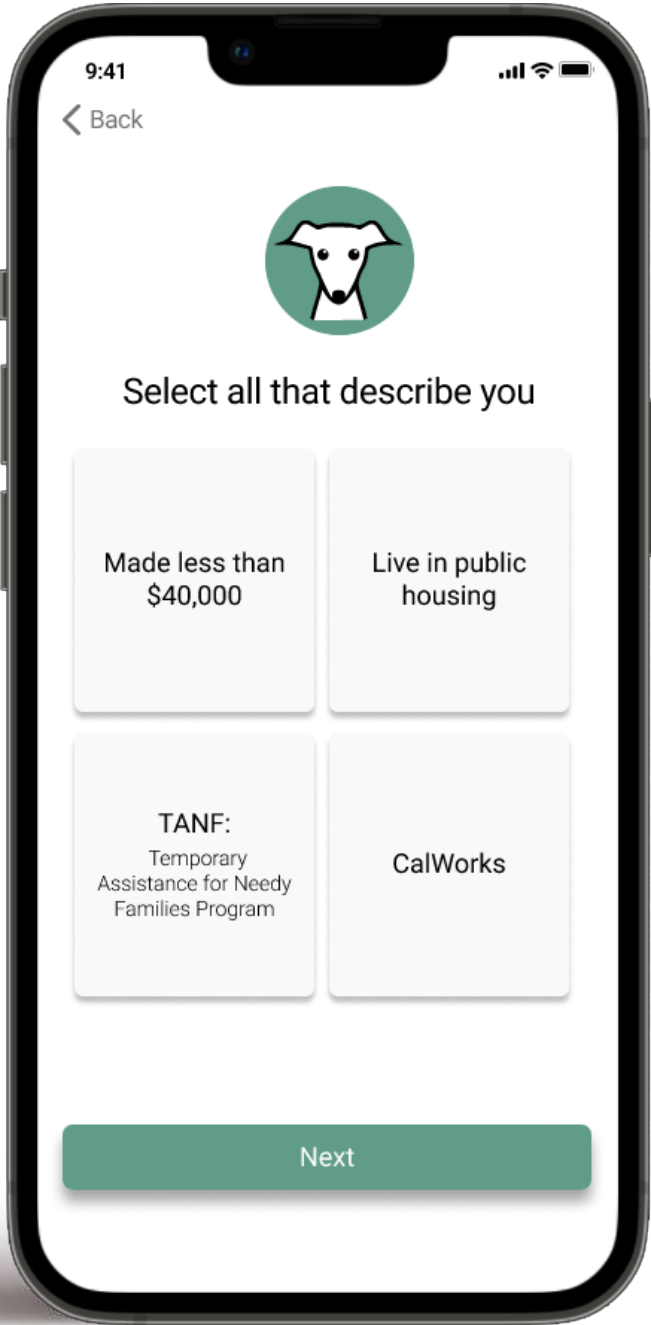
REFINED DESIGN

Mockups

Users wanted more guidance and clarity about what was happening on each page and each step of the process. I created a little mascot for the platform, an Italian Greyhound named iggy that supports the user though the process and keeps them informed during each step.

Before ⟶ After

REFINED DESIGN

Mockups

Users were intimidated by the "GET" button. They felt it was too final and permanent. By changing it to "LEARN MORE" users felt more comfortable selected plans and exploring them more.

Upfront information was also reduced to essentials and the cards expand to show more when users select them.
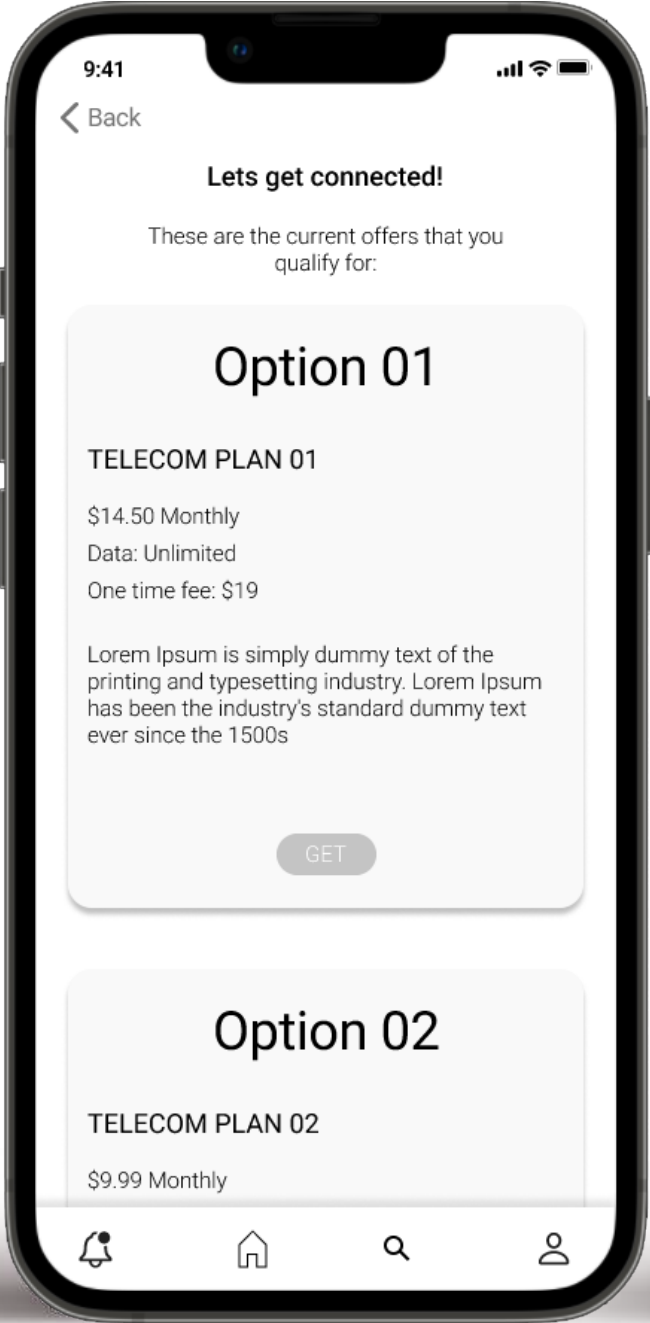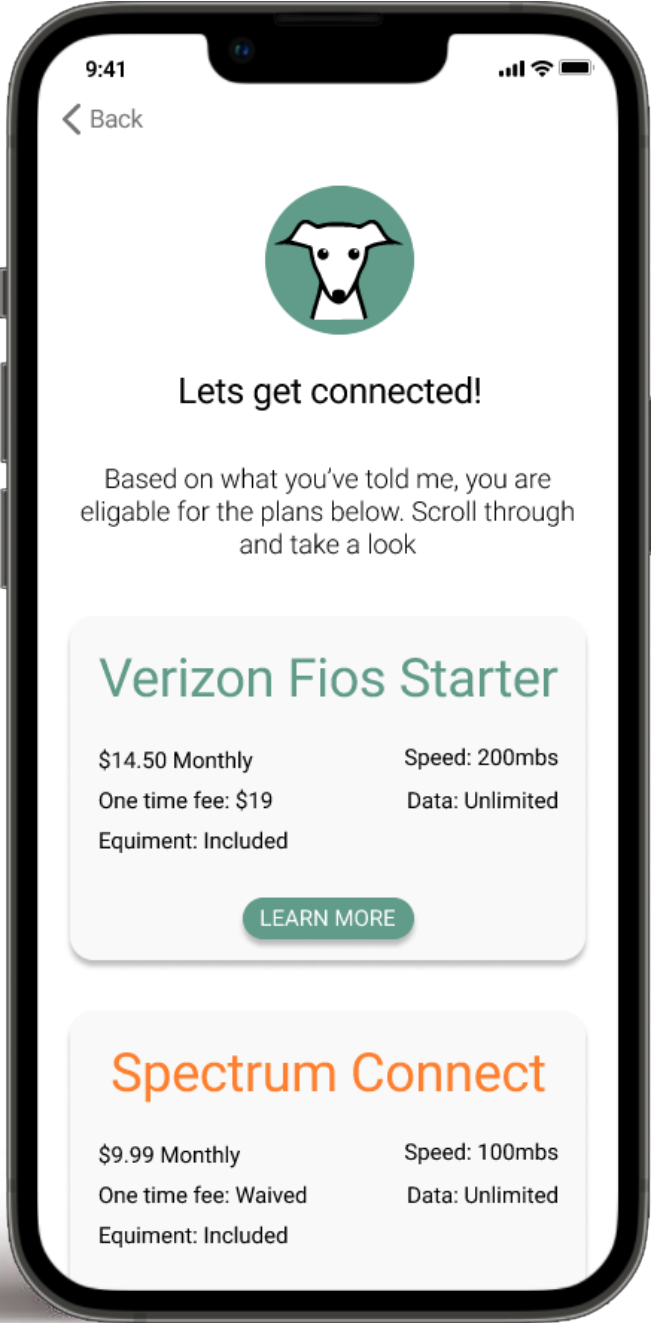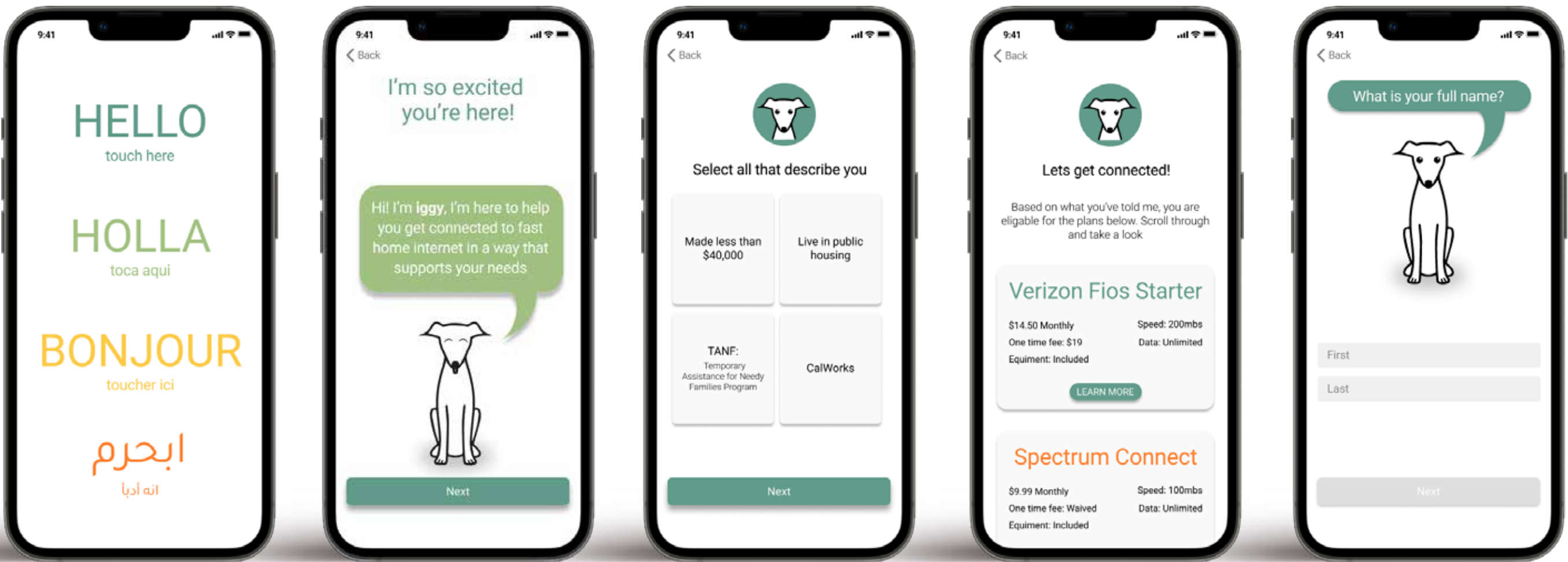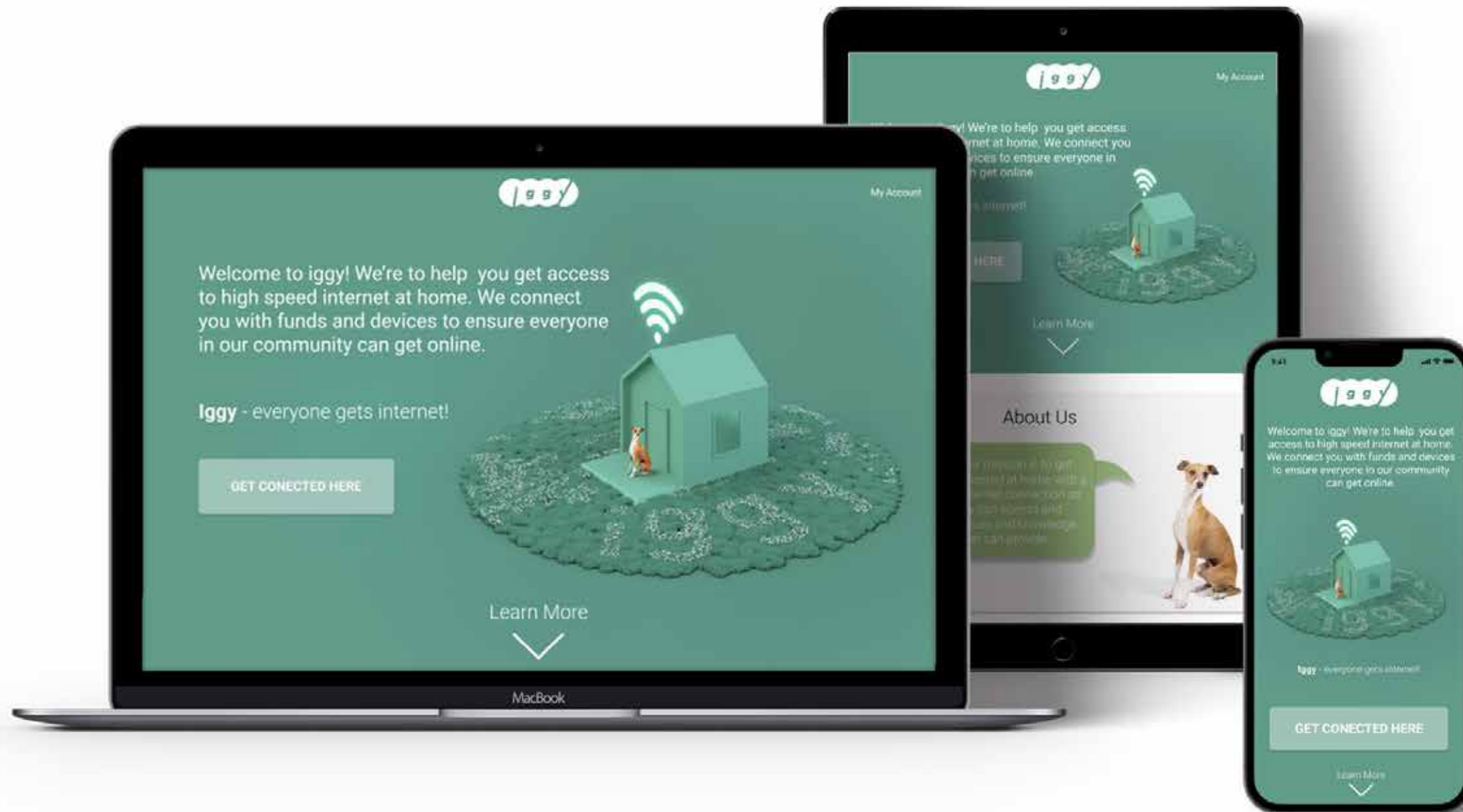

Before ⟶ After

REFINED DESIGN

Key Mockups
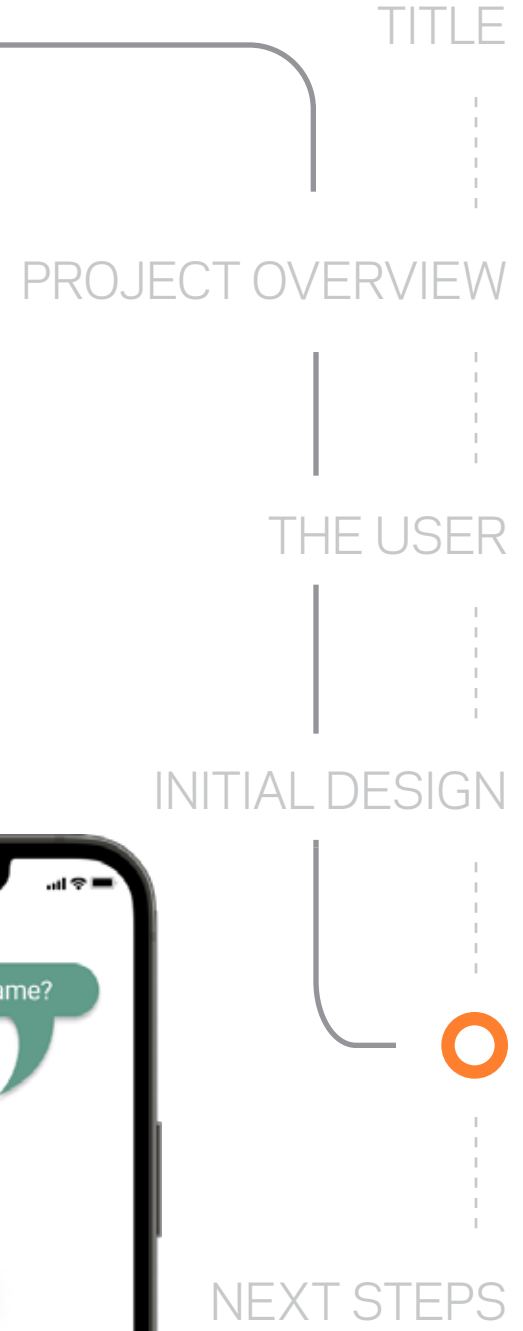
REFINED DESIGN

Responsive Designs - Home page

REFINED DESIGN

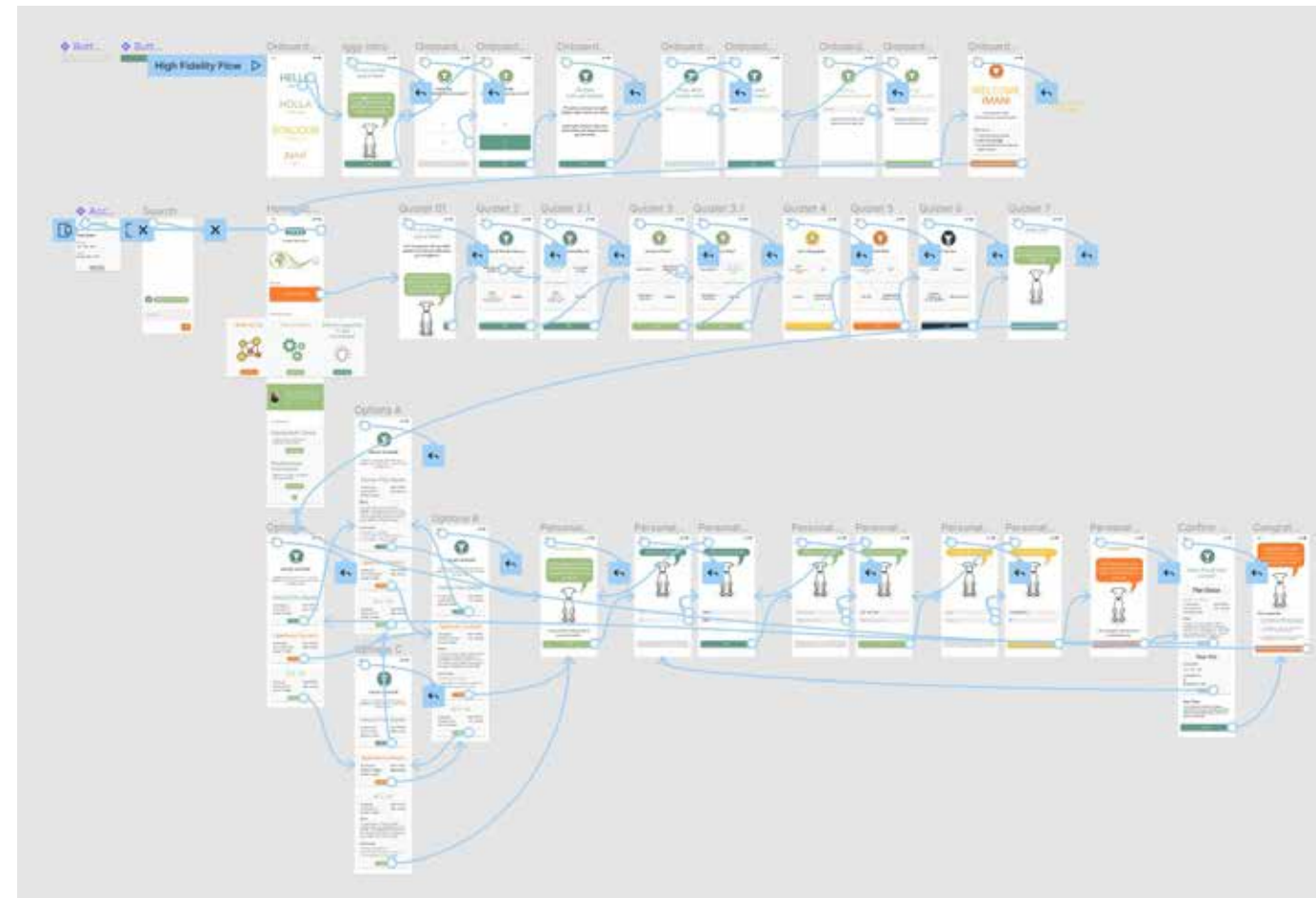## Responsive Designs - Qualifying Situation Page
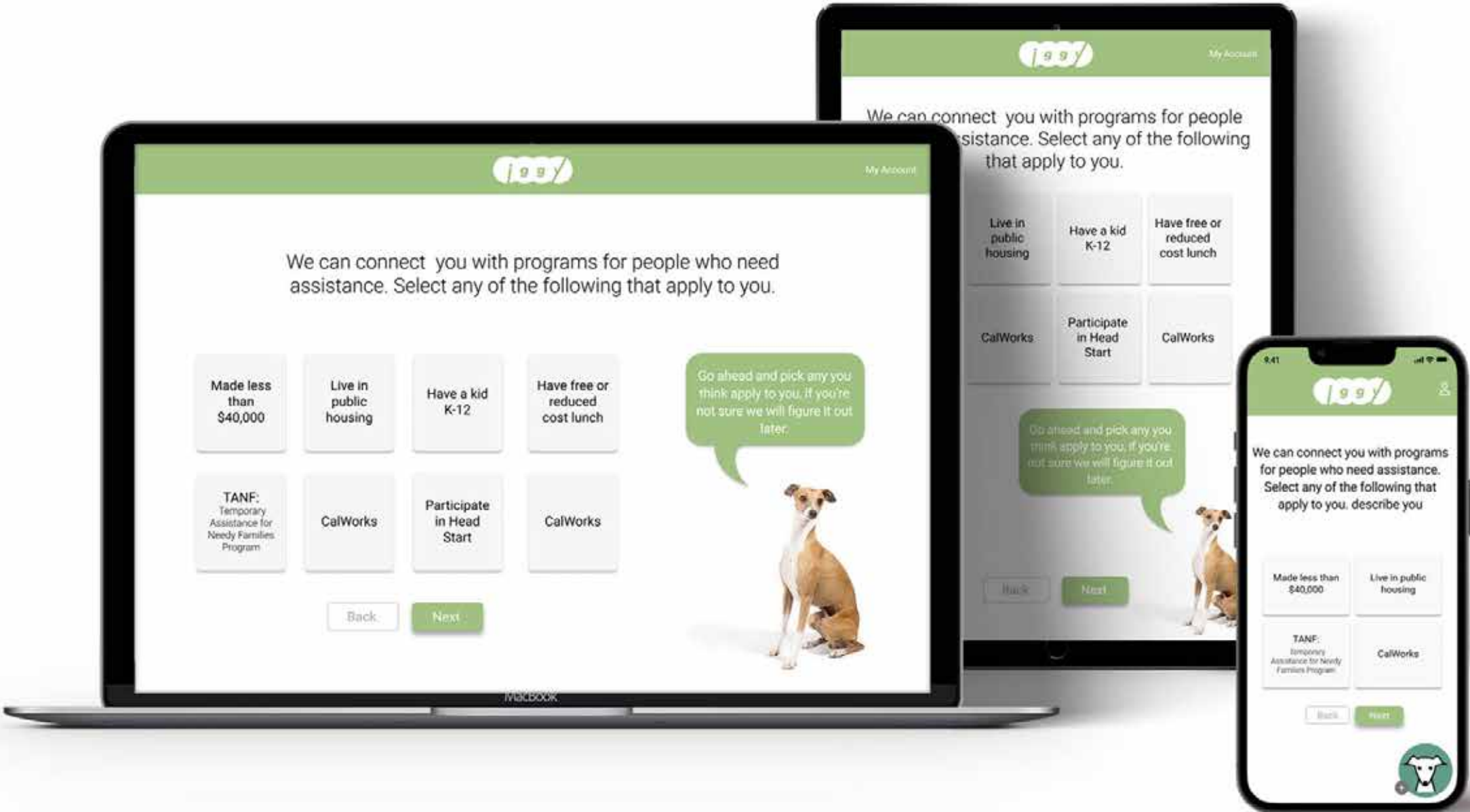
REFINED DESIGN

High-Fidelity Prototype

The high-fidelity prototype took users though the total movie search and checkout process as well as updating the navigation to a bar with access to user profiles and purchased tickets to address user feedback to see purchases.

Link: High Fidelity Prototype

REFINED DESIGN

Accessibility considerations:

1

Guided Steps

A mascot helps people who aren't digitally literate navigate the platform.

2

No Scrolling

Key pages are designed not to scroll to accomidate older users who may not be familiar with the interface.

3

Sequential Layouts

Page information is layed out sequentially to help with screen readers and other assistive devices.

NEXT STEPS

Going Forward

Takeaways

Next Steps

TAKEAWAYS

Impact:

By connected people to resources and programs to help them get online iggy can give people access to services and opportunities that could drastically change their circumstances from education to employment. Ensuring that all members of a community can access the internet ensures that the whole community can grow and thrive without leaving anyone behind especially as the world move increasingly to digital online tools.

What I learned:

My assumptions about standard behaviors on smart devices didn't apply to a wide range of users. Things that are simple and intuitive to me like scrolling down a page aren't to lots of people. Examining my own assumptions around how people interact with devices and what information they need to be comfortable made me a better designer.

NEXT STEPS

1

Design a community outreach specific version of the platform for volunteers to take into communities and do active sign ups for people who may not know this exists

2

Develop a version that could be deployed in public spaces like libraries that still protects users personal information.

3

Expand the education resources to extend the useful lifespan of the platform past the sign up process.

NEXT STEPS

Lets Connect!

Thank you for taking the time to review my case study for iggy. If you'd like to see more or get in touch my contact info is below.

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