

AT&T ADOBE EXPERIENCE MANAGER WEBSITE IMPLEMENTATION, DESIGN SYSTEM & CREATION OF AN ECOMMERCE SERVICE

The history of the AT&T site came from merging three telecommunications companies into one, with different technologies between each site, PHP, AJAX, Javascript, Flash, CQ5, Drupal, Mercado Sites, pure HTML and CSS, and other Server Stacks; at the end, the current version of AT&T Mexico allow redefining everything from Strategy, Sales and Marketing Strategy, Content, Visual Design, UI and UX plus the starting using of a formal Prime Content Administrator with an AI layer, Adobe Experience Manager and Magento Two for the eCommerce.

- I worked as the owner of the AT&T Mexico website and eCommerce. Key actions were AEM Components ideation-creation, User Stories, Agencies Synchronization, Design System creation, Content creation, and Digital Properties Strategy, Interaction Design, Marketing Strategy, Information Architecture, User Flows, Digital Assets Production, eCommerce and online updates, sales processes creation, pos and pre-sales operations



Project Type

RESEARCH, KNOWLEDGE TRANSFER, IDEATION

As part of the research, we worked with all the AT&T Company Structure to validate strategy and get processes creation approvals, from Marketing Insights to Compliance, Postpaid, Prepaid, Legal department, Sales, Call center, Stores, and any Customer contact department for alienation and mutual data sharing to understand the market User Bias and pain points.

For general purposes, we did an Analysis and Connect all the AT&T structures to achieve Online Sales and Content strategy We study Heat maps, Google Analytics, firebase Insights, Tag manager performance, Accessibility Audits, Customer Sales Insights, Call Center Data, Marketing KPIs, Bounce rates, Conversion Rate, Sales revenue, Average Ticket, New clients vs recurring customers, number of related or complementary products, Community in social networks, Online surveys, On-site usability testings, Churn, etc.