

**Accessibility**

[text]

**Question**

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**Comment**

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**[Use to provide context]**

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How do competitors talk about:

- Fiber
- Low Cost Internet
- Bundles
- Support
- Device Shopping

# UX Testing Capabilities

## FCB's Testing Expertise and Flexibility

Our team brings extensive experience in UX testing methodologies, demonstrated during our successful partnership with Discover Financial Services.

Our involvement spans the entire testing lifecycle—from crafting detailed test plans to synthesizing actionable data. We've successfully collaborated with various testing frameworks and partners, including third-party usability moderators, focus group facilitators, and A/B testing platforms. We're accessibility experts, partnering with third party resources and improving our ability to validate equitable design.

We prioritize adaptability and seamless integration with your existing processes. Whether working alongside your internal teams or operating independently, we tailor collaborative partnerships that deliver meaningful results.

## In this file

- Our capabilities: outlining our preferred testing strategies across scales of complexity
- Questions for collaboration
- Potential opportunities and next steps

# Test Strategies at Scale

## Qualitative evaluations:

- **Moderated testing sessions:** One-on-one facilitated sessions where our researchers guide participants through tasks while asking probing questions.
  - Conducted via video conferencing or in-person
  - Captures **real-time reactions, body language and casual, conversational context.**

## Quantitative data-gathering:

- **Content evaluations:** guided assessments on information architecture and navigation, to measure comprehension and effectiveness.
  - E.g., **card sorting, tree testing, and comprehension surveys**, tailored to specific research questions.

## Large and small scale testing:

- **Test plan development:** Creation of comprehensive research strategies that align with business objectives.
  - We define clear research questions, select appropriate methodologies, design tasks and scenarios, establish success metrics, and develop recruitment criteria to ensure the collected data directly addresses stakeholder needs.
  - Typically for larger scale projects, such as complex component features, or multi-page experiences.

- **Usability testing:** Focusing on qualitative feedback for design prototypes to identify key usability challenges
  - These tests help prevent fundamental functionality challenges and ensure a streamlined user experience.
  - Often oriented around **accessibility** for all users.

- **Unmoderated testing:** Remote testing where participants complete tasks independently through automated platforms. We design clear test scripts, deploy them through Userlytics, and analyze the collected data to identify usage patterns and pain points.

- **Component development and testing for design systems:** Iterative testing of design system components to ensure usability and accessibility across diverse contexts. We evaluate components individually and within page environments to ensure they function effectively across the user experience.
  - **Small scale:** atomic level validation that scales up to a bulletproof experience.

# Questions for Cox



## Collaboration Framework Questions

Specifically, we'd like to discuss:

- Your existing testing infrastructure and methodologies
- Opportunities for our team to complement your current testing approaches
- Potential for independent testing initiatives where beneficial
- Communication preferences and reporting structures

# Next Steps

## Potential Testing Opportunities with Cox

Based on our initial assessment, we've identified several valuable testing opportunities:

- **Bundles Page Experience** for both new and existing customers
  - A/B testing could reveal optimization opportunities for acquisition and retention
- **CTA Testing on Pricing Cards** to:
  - Understand user expectations
  - Assess conversion effectiveness
  - Identify opportunities to strengthen the purchase pathway

## Actionable Next Steps

To facilitate effective collaboration, we request:

1. **Access to internal testing roadmaps** to better align our efforts with your existing initiatives
2. **Introductions to key team members** in your testing organization to ensure our integration with internal testing workflows via appropriate collaborative relationships
3. **Participation in a collaborative workshop** to define ideal ways of working as we move forward together

Our goal is to establish a flexible partnership that leverages both teams' strengths while delivering maximum value to your organization.

# UX Testing Capabilities

## FCB's Testing Expertise and Flexibility

Our involvement spans the entire research lifecycle, from crafting detailed test plans to synthesizing actionable data. We've successfully collaborated with various testing frameworks and partners, including third-party usability moderators, focus group facilitators, and A/B testing platforms. We're accessibility experts: sometimes partnering with external vendors, and other times developing internal tests and resources.

How do competitors talk about:

- Fiber
- Low Cost Internet
- Bundles
- Support
- Device Shopping

# Questions for Cox

## Collaboration Framework Questions

We're interested in exploring Cox's existing UX research/testing methods so that we can build a collaborative, informed and all-encompassing process. Specifically, we'd like to discuss:

- Your existing testing **infrastructure and methodologies**; technologies and resources you use
  - Communication preferences and reporting structures
- Opportunities for FCB to complement your current testing approaches
- Potential for independent testing by FCB

## Resi Value Prop

We're interested in exploring Cox's existing UX research/testing methods so that we can build a collaborative, informed and all-encompassing process. Specifically, we'd like to discuss:

- What are your goals? Have they changed, and how?
- What have you already done, and what's in the pipeline?

# Opportunities

## Resi Value Prop

Based on our initial assessment, we've kept an eye out for some potential testing areas:

- **Bundles Page Experience** for both new and existing customers
  - A/B testing could reveal optimization opportunities for acquisition and retention
- **CTA Testing on Pricing Cards** to:
  - Understand user expectations
  - Assess conversion effectiveness
  - Identify opportunities to strengthen the purchase pathway
- **Ultimately, Cox and FCB to mutually determine a working agreement for FCB's testing input**

## Cox Business

- **CB usability testing**
  - High level tests assessing Top 3 pages redesign
  - Initial usability tests identifying pain points of global navigation

# UX Testing Capabilities

## FCB's Testing Expertise and Flexibility

Our involvement spans the entire research lifecycle, from crafting detailed test plans to synthesizing actionable data. We've successfully collaborated with various testing frameworks and partners, including third-party usability moderators, focus group facilitators, and A/B testing platforms. We're accessibility experts: sometimes partnering with external vendors, and other times developing internal tests and resources.

## Our goals

We want to work alongside you. Our goal is to learn from Cox's internal research, testing and strategy groups, so that we can clarify and streamline a co-operative research process. Doing so early on will make sure there is a unified testing process that can remain consistent and durable across all upcoming initiatives.

# Questions for Cox

## Collaboration Framework Questions

We're interested in exploring Cox's existing UX research/testing methods so that we can build a collaborative, informed and all-encompassing process. Specifically, we'd like to discuss:

- Your existing testing infrastructure and methodologies; technologies and resources you use
- Opportunities for FCB to compliment your current testing approaches
- Potential for independent testing by FCB
- Communication preferences and reporting structures
- Specific goals for Resi Val Prop pages to inform the testing strategy

We'd like to address these goals by collaborating on the following:

1. Access to internal test plans/roadmaps to better align our efforts with your existing initiatives
2. Meeting with Cox's internal strategic insights team within your testing organization, to ensure our integration with internal testing workflows via appropriate collaborative relationships
3. Participation in a collaborative workshop to define ideal ways of working as we move forward together
  - We'd like to host collaborative sessions to understand Cox's business metrics, needs from components, dev schedule, etc.

# Next Steps

## Potential Testing Opportunities with Cox

Based on our initial assessment, we've kept an eye out for some potential testing opportunities:

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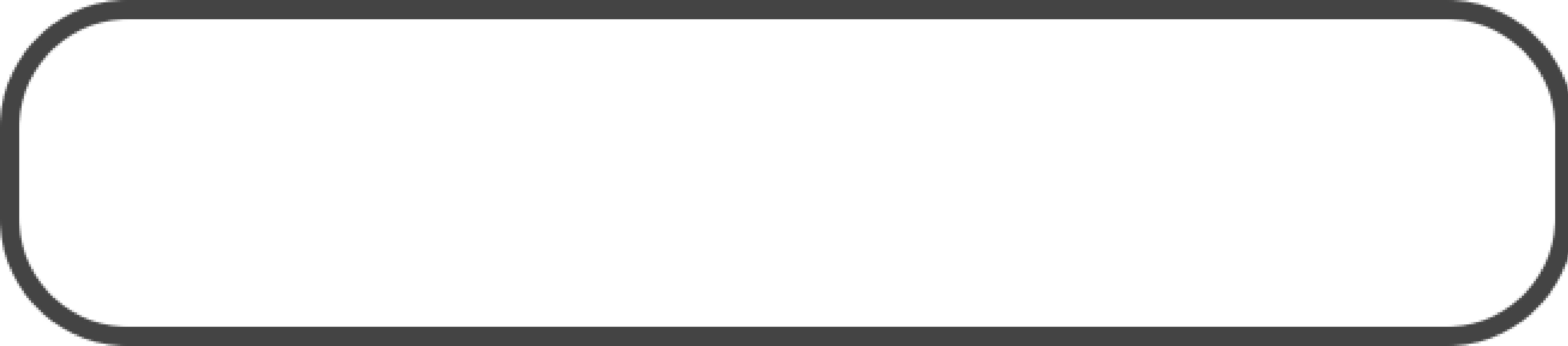
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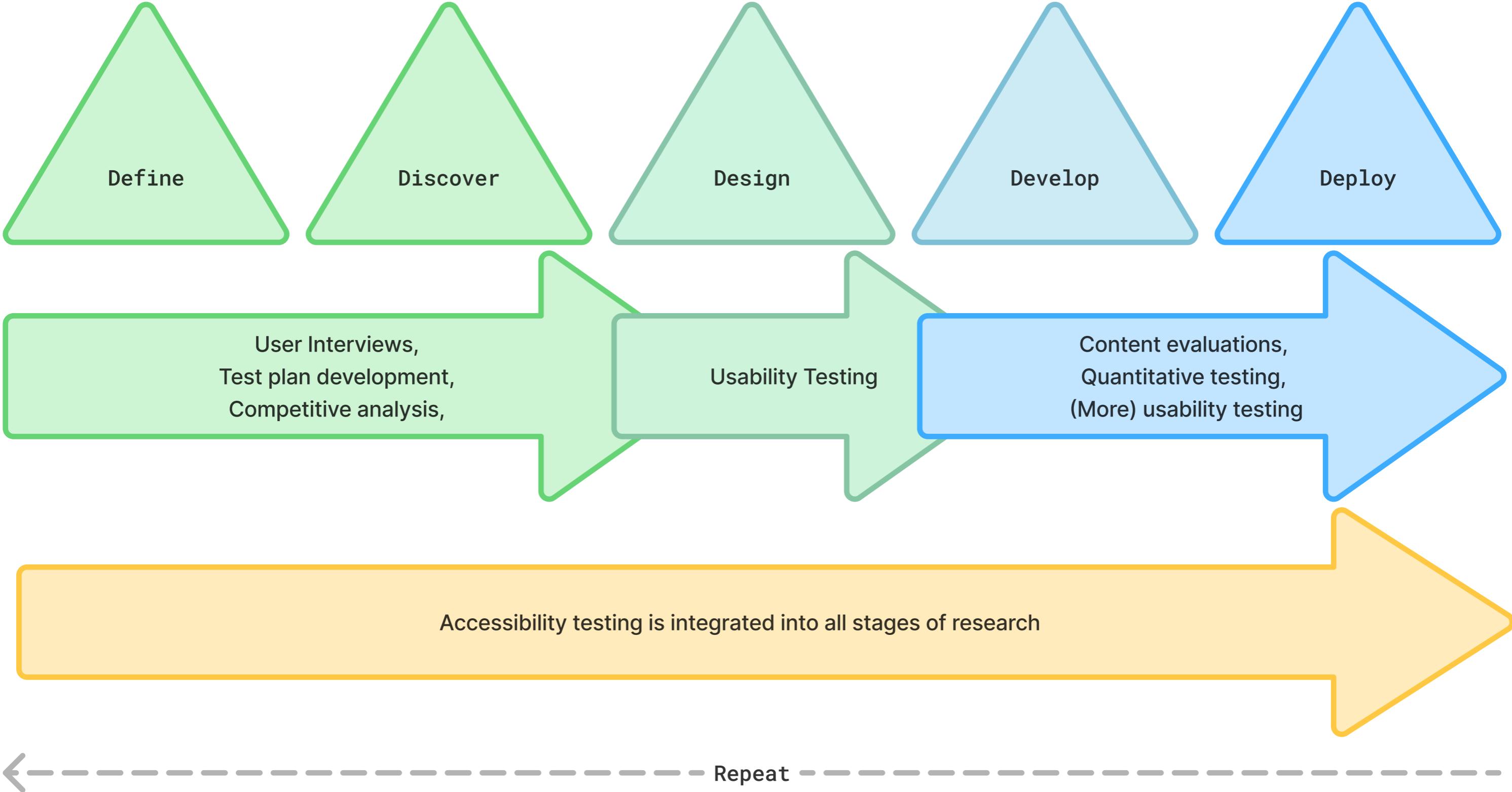
## Next Steps

Post launch, we think we can continue forward momentum by:

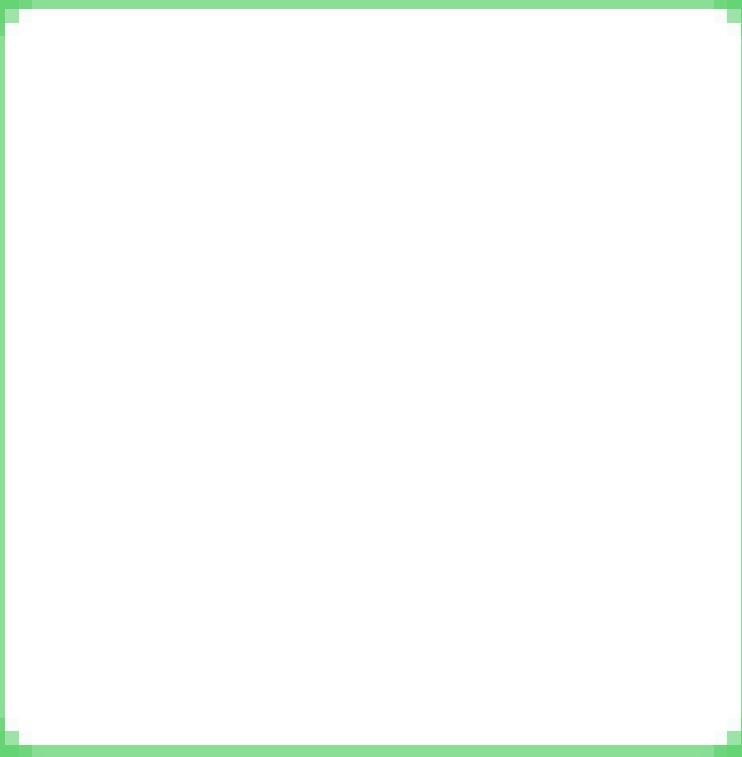
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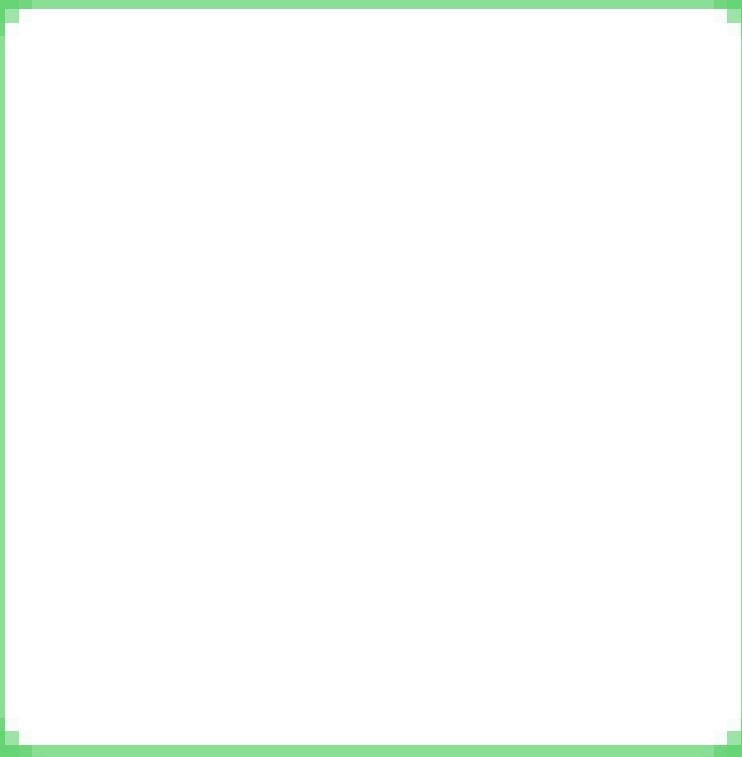
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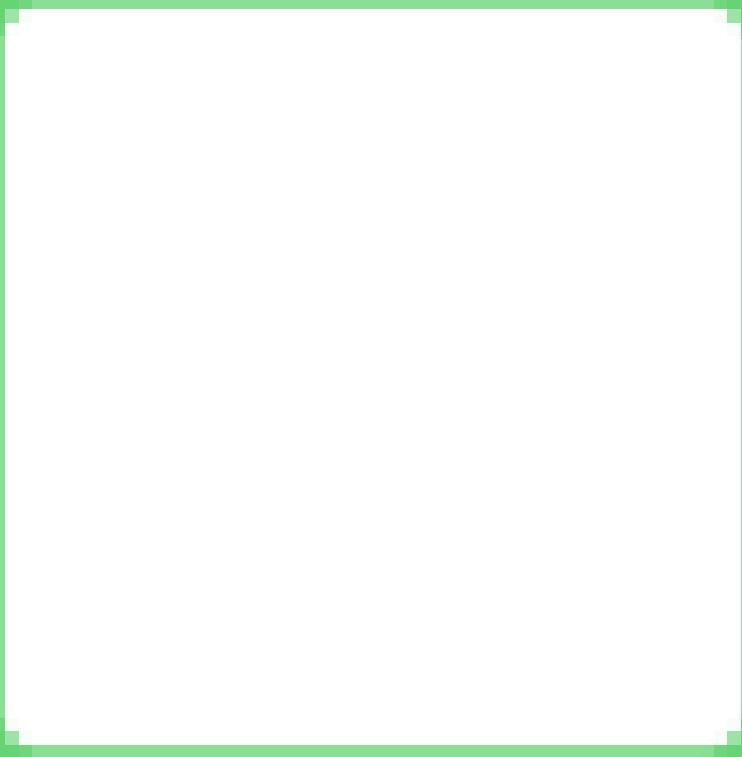


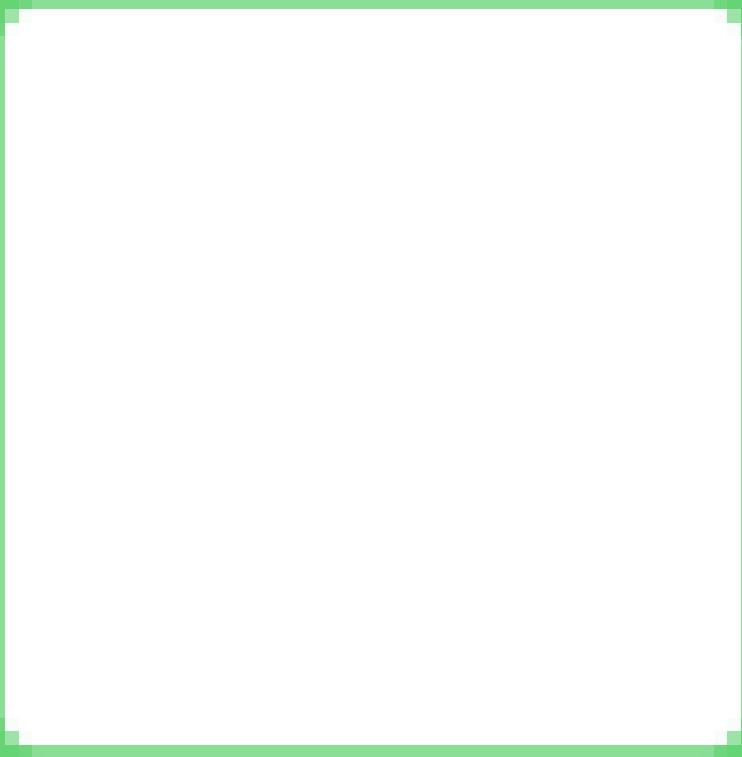


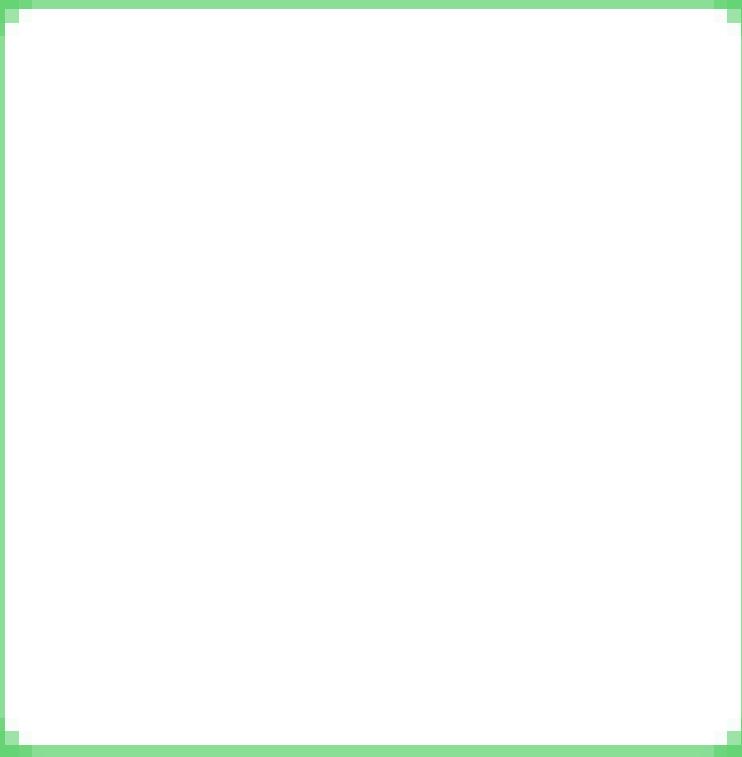
# Product and Research: a unified process

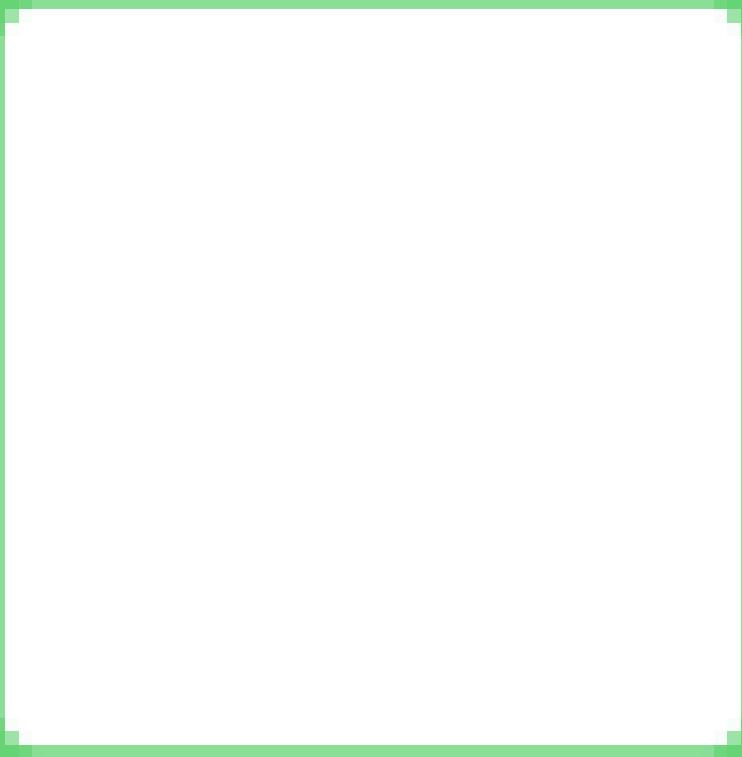


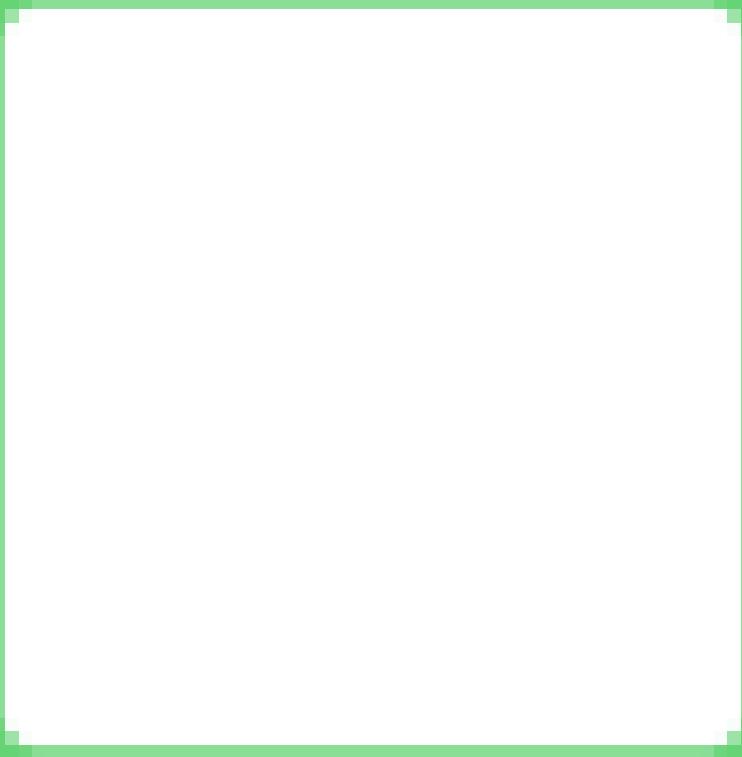


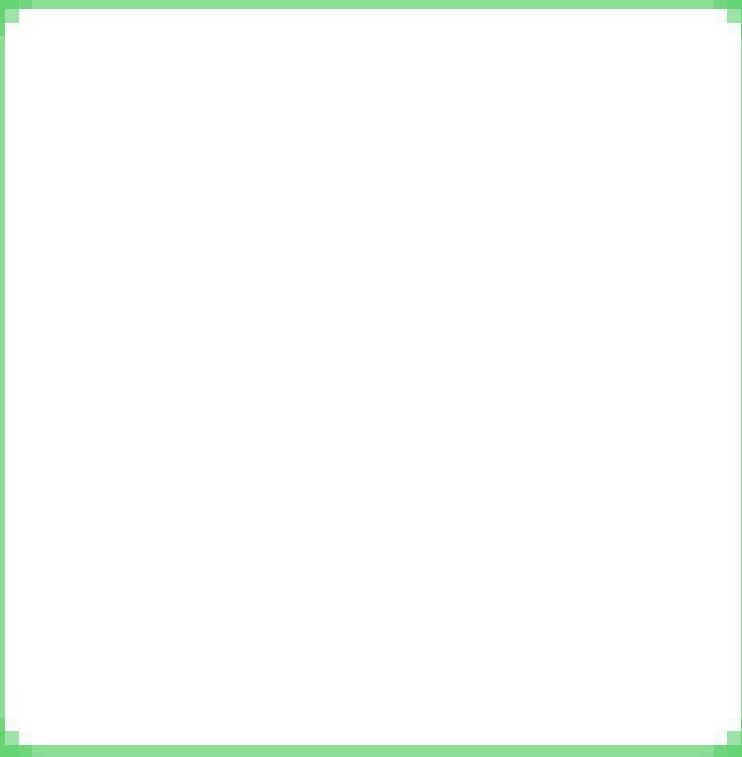


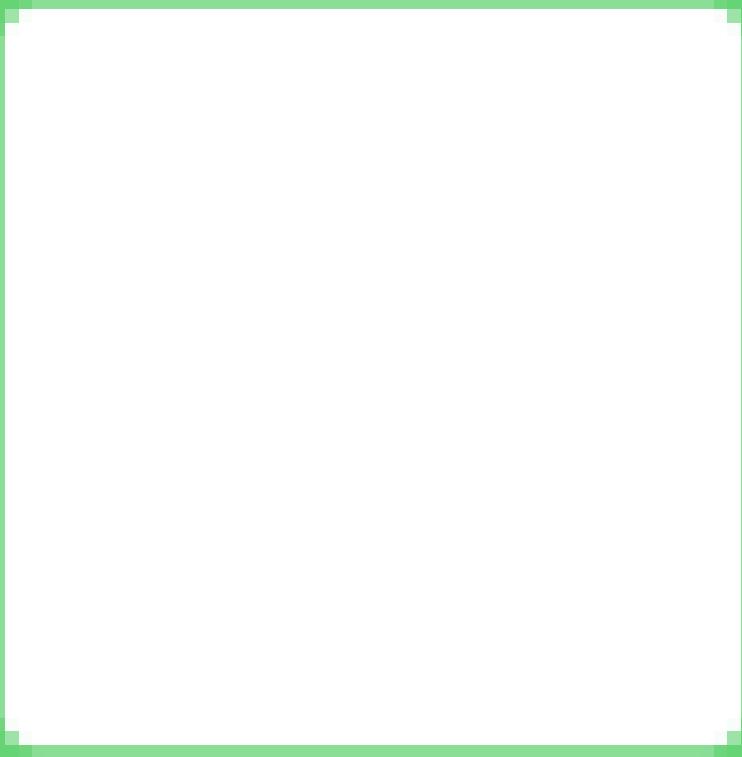


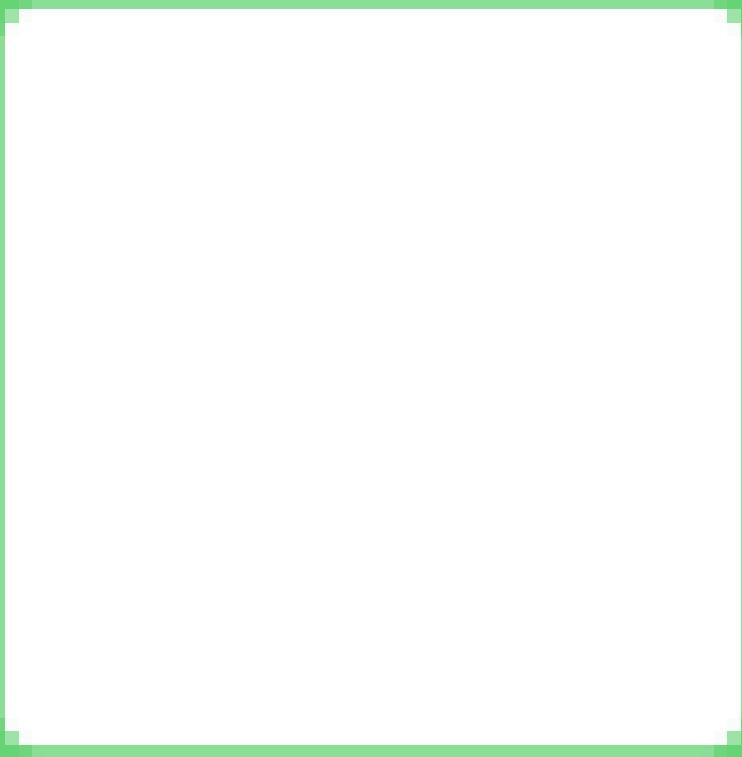












## Timing and goals: Testing for Cox Resi & CB should be done...

- to inform redesigns in the **very beginning** of the design process
- to assess finalized designs at the **end** of the design process
- At frequent intervals **throughout** the design process
- It should differ and be precisely determined each time, depending on each initiative's unique goals and scope

## Prioritization: Typically, Cox is looking for feedback that...

- informs content strategy and information architectures
- gathers substantive data on success metrics
- paints a more vivid picture of diverse user needs and challenges
- write your own....

## Looking back: Testing strategies that Cox has successfully implemented before include:

- Usability testing live designs
- Testing design system decisions
- A/B testing
- Assessing content strategy
- write your own....

## Moving forward: Products and features where testing would be the most beneficial are:

- Bundles page experience
- Pricing Card informational hierarchies
- Pricing Card CTA strategies
- Global navigation & sitemap
- write your own....

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## Looking back: Testing strategies that Cox has successfully implemented before include:

- Usability testing live designs
- Testing design system decisions
- A/B testing
- Assessing content strategy
- write your own....

## Moving forward: Products and features where testing could/would be the most beneficial are:

- Bundles page experience
- Pricing Card informational hierarchies
- Pricing Card CTA strategies
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# Next Steps

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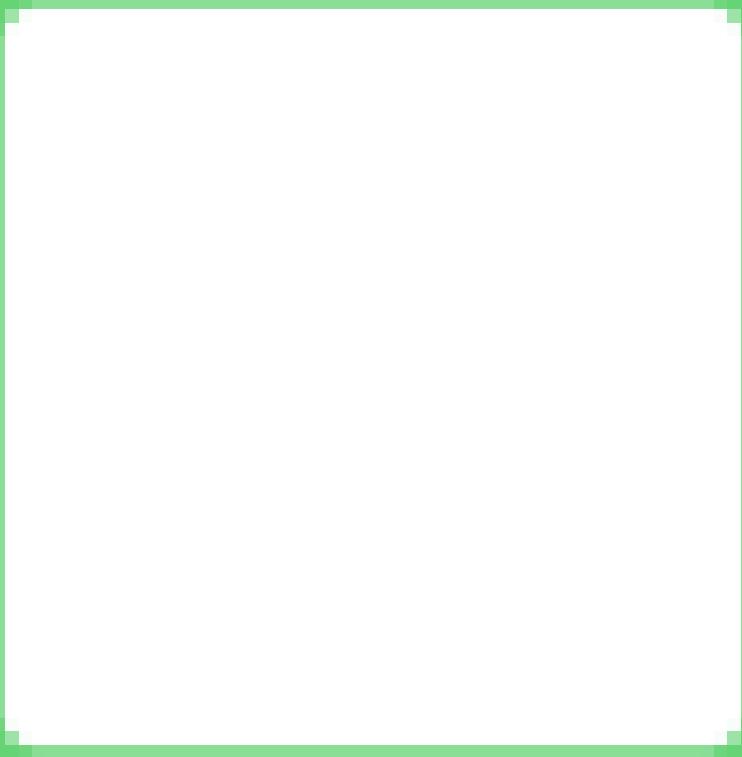
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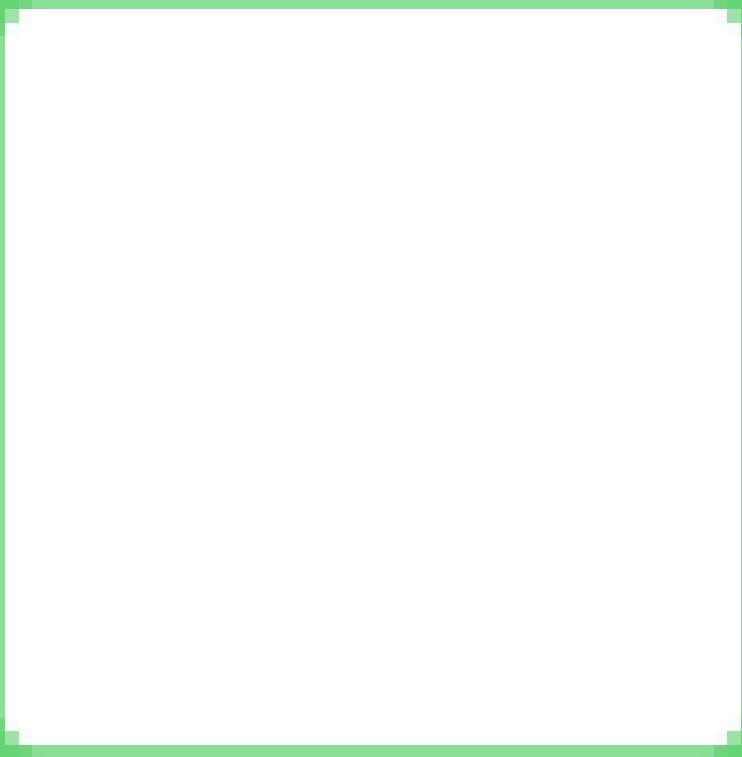
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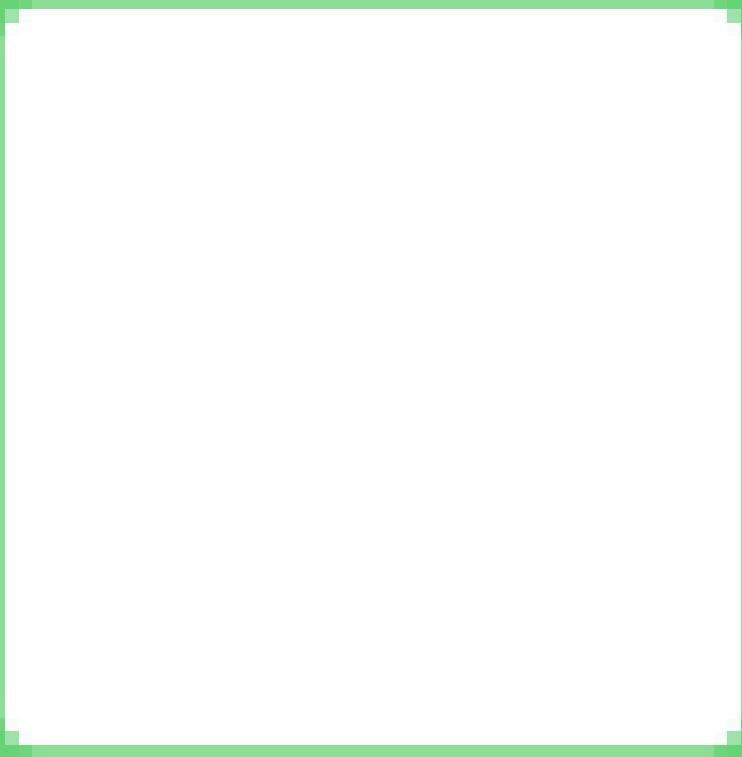
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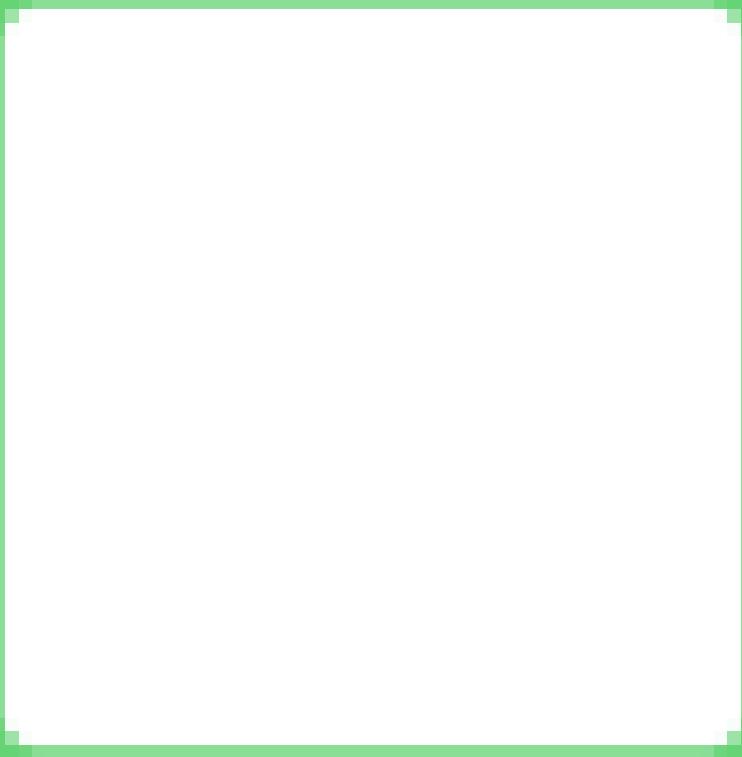
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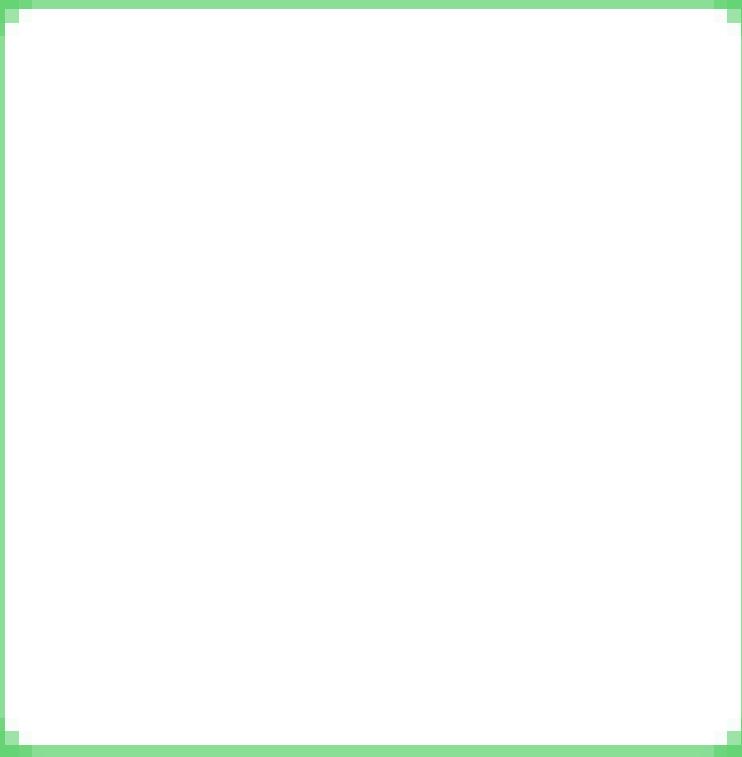
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## **Checklist:**

We'd like to hear from you. This is a checklist designed to help us understand the potential for UX testing in the past, present, and future.

Move the check over for any  
selections relevant to Cox's  
ideal UX research process

# Resi Val Prop Testing Discussion

## Why are we here today?

With the upcoming launch of the Resi Val Prop initiative, we had the opportunity to take select existing pages, update them to the new UI8 system and infuse Resi Val Prop messaging throughout. As we look to assess the impact of the updated pages, we are here today to discuss our testing capabilities, align on expectations and goals and workshop/further flesh out key areas of opportunity for user testing. Although today's discussion focuses on Resi Val Prop, these capabilities and tools can be leveraged for any initiative as we further our partnership!

## What you will see today

- Our UX testing capabilities
- Questions for collaboration
- Resi Val Prop opportunity areas
- Next steps

# UX Testing Capabilities

## **FCB's testing expertise and flexibility**

Our involvement spans the entire research lifecycle, from crafting detailed test plans to synthesizing actionable data. We've successfully collaborated with various testing frameworks and partners, including third-party usability moderators, focus group facilitators, and A/B testing platforms. We're accessibility experts: sometimes partnering with external vendors, and other times developing internal tests and resources.

# Test Strategies at a Glance

## Qualitative evaluations:

- **Moderated user interviews:** One-on-one facilitated sessions where our researchers guide participants through tasks while asking probing questions.
  - Conducted via video conferencing or in-person
  - Captures **real-time reactions, body language and casual, conversational context.**
- **Usability testing:** Focusing on qualitative feedback on early-mid stage design prototypes to identify key usability challenges
  - These tests help prevent functionality challenges.
  - Often oriented around **accessibility** for all users.

## Quantitative data-gathering:

- **Content evaluations:** assessments on information architecture and navigation, to measure comprehension and effectiveness. Conducted asynchronously and untimed, without an explicit task.
  - E.g., **comprehension surveys** tailored to specific research questions.
- **Unmoderated testing:** Remote testing where participants complete tasks independently through automated platforms. We design clear test scripts, deploy them through Userlytics, and analyze the collected data to identify usage patterns and pain points.
  - Example: **card sorting** or **tree tests** regarding site architecture.

## Large and small scale testing:

- **Test plan development:** Creation of comprehensive research strategies that align with business objectives.
  - We define clear research questions, select appropriate methodologies, design tasks and scenarios, establish success metrics, and develop recruitment criteria to ensure the collected data directly addresses stakeholder needs.
  - Typically for larger scale projects, such as complex component features, or multi-page experiences.
- **Component development and testing for design systems:** Iterative testing of design system components to ensure usability and accessibility across diverse contexts. We evaluate components individually and within page environments to ensure they function effectively across the user experience.
  - **Small scale:** atomic level evaluation that scales up to a bulletproof experience. Many small tests under a single plan.

# Product and Research: a unified process

# Current FCB/CB Research



## FCB research in action: CB Global Navigation and Sitemap

FCB conducted research to assess the effectiveness of three navigational structures on the Cox Business website: the existing navigation, a bifurcated model (organized by business size), and a hybrid model (organized by products, business size & industry, and support).

Using tree testing, we measured how easily users could locate key information, isolating the impact of category labels and content organization. Findings identified which structure best supported user navigation and highlighted areas for improvement in labeling and content clarity.

# Opportunities

## Resi Value Prop

Based on our initial assessment, we've kept an eye out for some potential testing areas:

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## Cox Business

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# Questions for Cox

## Collaboration framework questions

Regarding the Resi Value Prop initiative, we'd like to discuss:

- What are Cox's goals for the Resi Value Prop moving forward?
  - Have these goals changed since the redesign launched? What tests and assessments are currently being enacted?
  - What's in the pipeline for the continual refinement of this initiative?

More high level points of discussion are:

- Cox's existing testing **infrastructure and methodologies**; technologies and resources you use
  - Communication preferences and reporting structures
- Opportunities for FCB to complement your current testing approaches
- Potential for independent testing and UXR by FCB

# Next Steps

Post launch, we've brainstormed some actionable steps to propel our current forward momentum:

- 1. Cox to provide access to internal testing roadmaps & test plans to better align our efforts with your existing initiatives.**
  - a. Ensures we are not duplicating work or addressing site elements out of order.
- 2. Cox and FCB to organize the following meetings:**
  - a. **FCB UX to meet with Cox's internal strategic insights team or other testing groups within Cox, to ensure our integration with internal testing workflows via appropriate introductions/relationships.**
  - b. **Cox and FCB UX's participation in a collaborative workshop to define pain points and ideal ways of working as we move forward together.**
    - We'd like to host these collaborative sessions to understand Cox's business metrics, needs from components, dev schedule, etc.
    - Workshop will share historical information regarding research roadmaps, align on key roles and responsibilities, establish regular touch points, and address technical and access requirements
    - Ultimately, **Cox and FCB to mutually determine a working agreement for FCB's testing input.**

(These are suggestions, and open to further co-ordination)

Our goal is to establish a flexible partnership that leverages both FCB and Cox's strengths while delivering maximum value to the site and updated design system.

# Product and Research: a unified process