



Business UX

Competitive Analysis

11/14/2022

CGI

This document is meant to compare competitor's business websites and gather key insights that can be applied to the E/W Day 2 Experience.

V 1 – 11/14/2022

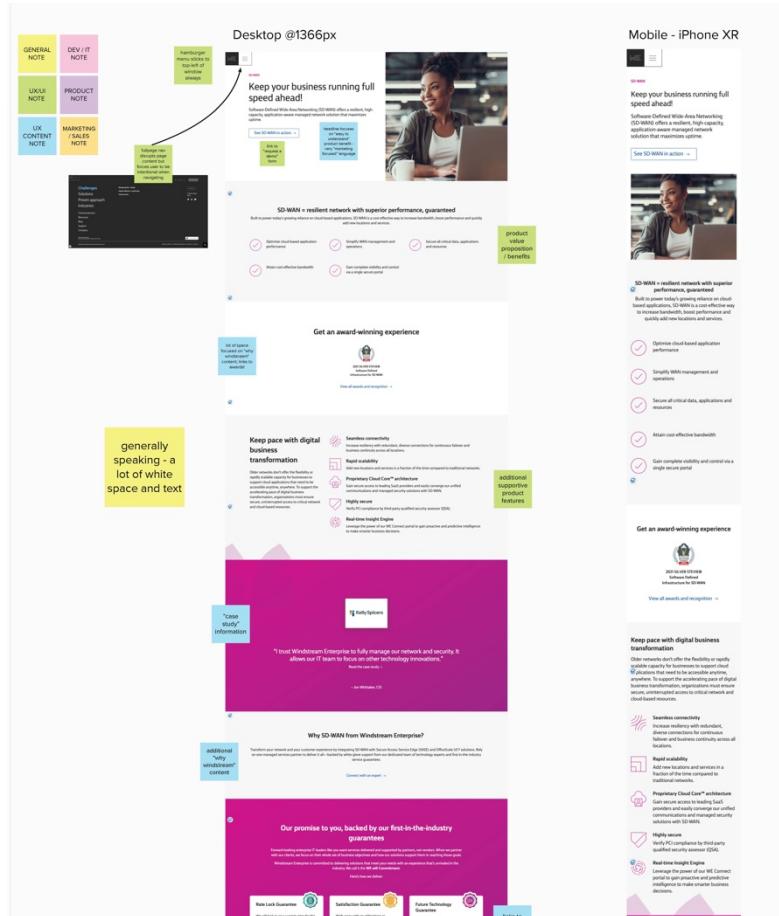
Windstream Enterprise - SD-WAN Product landing page

<https://www.windstreamenterprise.com/solutions/sd-wan/>

Key Insights:

-  generally speaking - a lot of white space and text
- resources section links to case studies, blog, downloadable assets, data sheets, and videos near footer
- more content and space focused on "why windstream" rather than product information
- product data relegated to footer in the "resources" section
-  fullpage nav disrupts page content but forces user to be intentional when navigating
- Super long page on mobile
- UI/UX very different on each windstream site

Right Click -> Hyperlink -> "Open Hyperlink" to view Mural board



The Mural board displays three wireframe prototypes and a navigation grid for the Windstream Enterprise SD-WAN product landing page. The prototypes are:

- Desktop @1366px:** Shows a top navigation bar with 'HOME', 'ABOUT', 'SERVICES', 'RESOURCES', and 'CONTACT'. Below is a hero section with a woman at a desk, followed by sections for 'Keep your business running full speed ahead!', 'SD-WAN = resilient network with superior performance, guaranteed', 'Get an award-winning experience', 'Keep pace with digital business transformation', and 'Our promise to you, backed by our first-in-the-industry guarantees'. A sidebar on the left lists categories: GENERAL NOTE, DIV / IT NOTE, UXU NOTE, PRODUCT NOTE, UX CONTENT NOTE, and MARKETING / SALES NOTE.
- Mobile - iPhone XR:** Shows a simplified mobile layout with a top navigation bar, a hero section, and a sidebar listing: 'Keep your business running full speed ahead!', 'SD-WAN offers a resilient, high-capacity, multi-path solution that maximizes optimality', 'See SD-WAN in action', 'SD-WAN = resilient network with superior performance', 'Build a more reliable, faster, and more cost-effective network', 'Optimize cloud-based application performance', 'Simplify WAN management and operations', 'Secure critical data, applications and resources', 'Achieve cost-effective bandwidth', 'Gain complete visibility and control via a single remote access', and 'Get an award-winning experience'.
- Navigation Grid:** A 4x4 grid of wireframes showing variations of the page structure, often featuring large amounts of white space and prominent callout boxes highlighting specific features like 'Keep your business running full speed ahead!' or 'Keep pace with digital business transformation'.

A yellow callout box labeled 'generally speaking - a lot of white space and text' points to the desktop wireframe. Another callout box labeled 'additional "why windstream" content' points to the bottom right of the mobile wireframe.

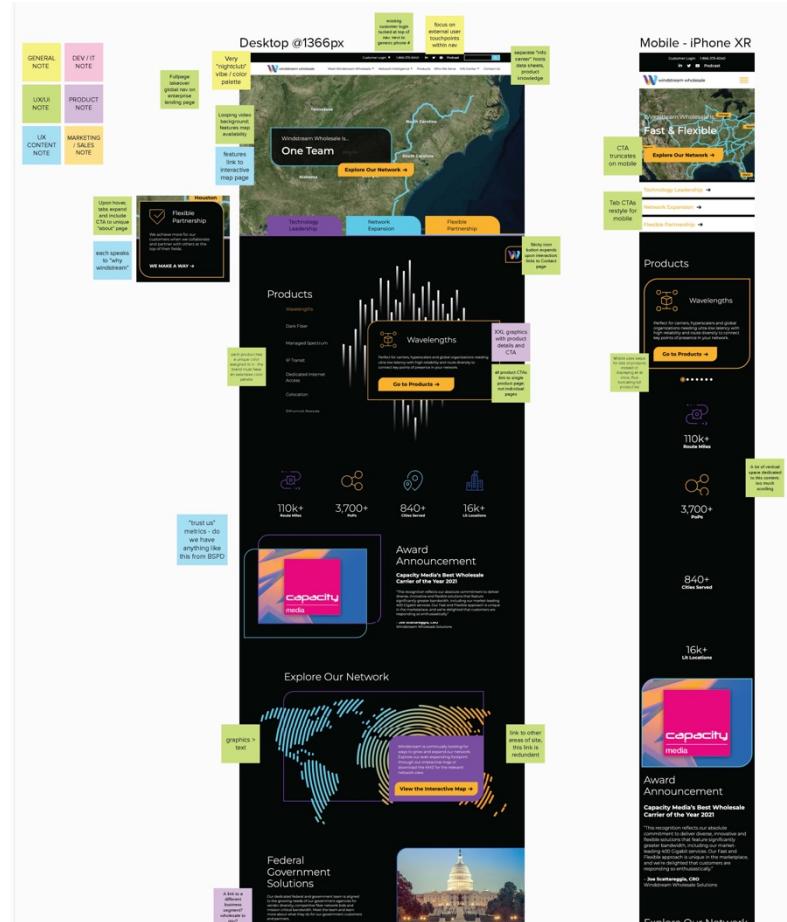
Windstream Wholesale Landing Page

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

Key Insights:

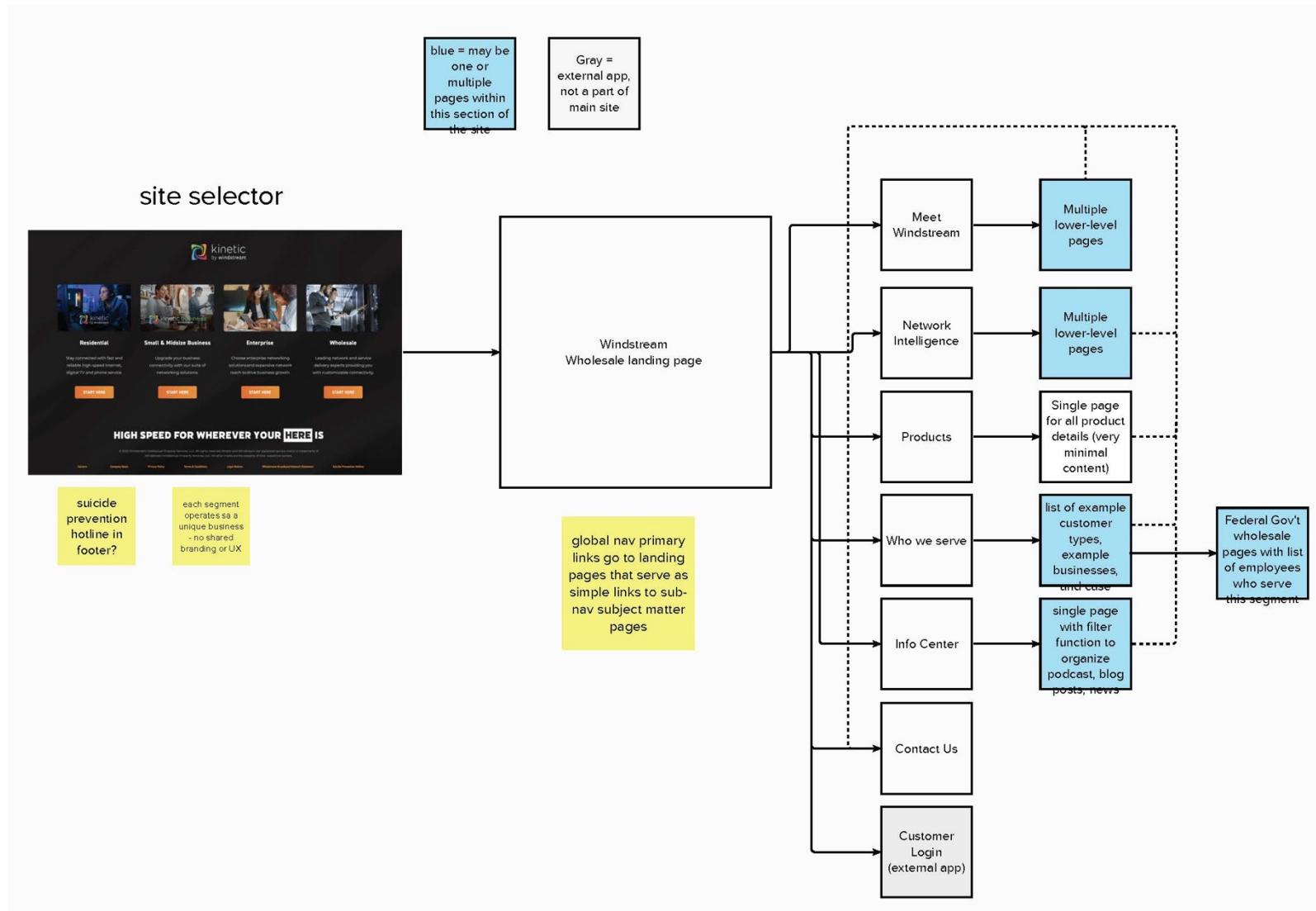
- features link to interactive map page
- "trust us" metrics - do we have anything like this from BSPD
- reinforces "why Windstream" multiple times on a page
- Very "nightclub" vibe / color palette
- lots of interactions required by the user (pop-ups, expander elements, etc)
- all product CTAs link to single product page; not individual pages
- far less focus on specs, tech, and product features
- less focus on sending user down the sales funnel

Right Click -> Hyperlink -> "Open Hyperlink" to view Mural board



Windstream Wholesale User Journey Example

Right Click -> Hyperlink -> "Open Hyperlink" to view Mural board



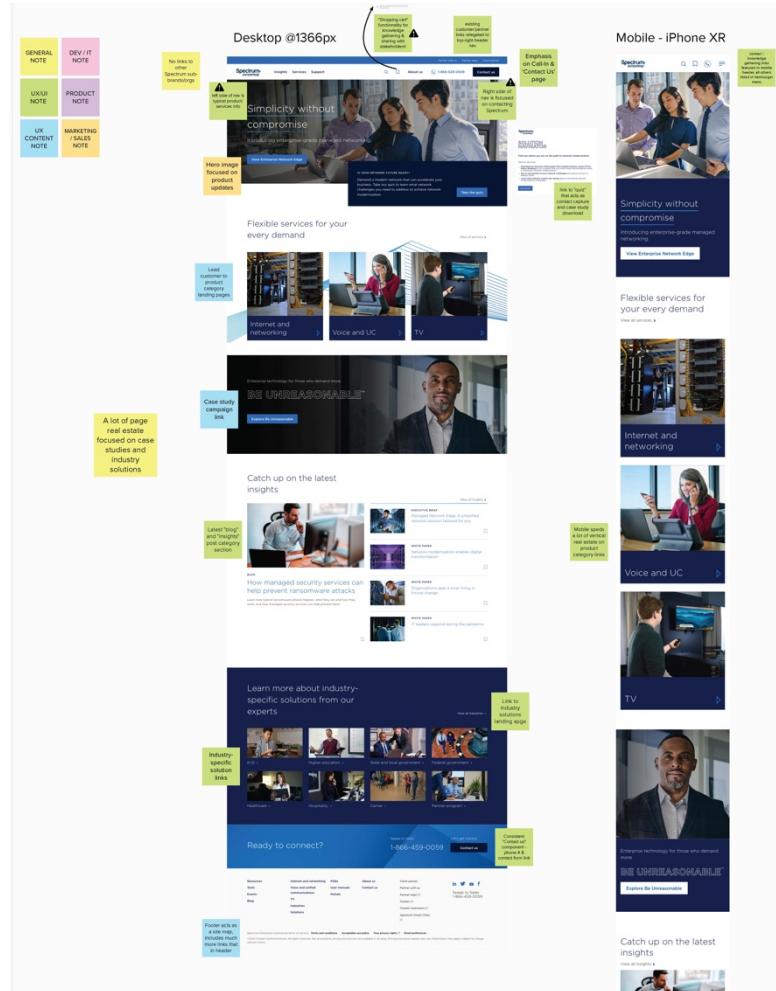
Spectrum Enterprise Landing Page

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

Key Insights:

- "Shopping cart" functionality for knowledge gathering & sharing with stakeholders!
- left side of nav is typical product/services info
- Right side of nav is focused on contacting Spectrum contact / knowledge gathering links featured in mobile header, all others listed in hamburger menu
- A lot of page real estate focused on case studies and industry solutions
- Lead customer to product category landing pages
- feature at bottom of page: Consistent "Contact us" component - phone # & contact form link

Right Click -> Hyperlink -> "Open Hyperlink" to view Mural board



Spectrum Enterprise Internet & Networking Product Category Landing Page

<https://enterprise.spectrum.com/services/internet-networking.html>

Key Insights:

- Super helpful breadcrumb trail not presented on homepage/root page
- Large sections dedicated to product categories (similar to what BSPD Day 1 site looks like)
- carries-over featured hero content from homepage; featured product component focused on product updates
- Personalized content marketing per major city in footprint
- Note that "shopping cart" bookmark feature in "resources" section
- Note zero product descriptions on this page
- no "closing" or "end of content" contact us component??

Right Click -> Hyperlink -> "Open Hyperlink" to view Mural board

The image displays three views of the Spectrum Enterprise Internet & Networking Product Category Landing Page. The top view is a desktop screenshot showing the main navigation bar and several service categories. The middle view is a detailed look at the 'Internet and networking' section, which includes sub-sections for 'Internet access', 'Business Internet', and 'Managed services'. The bottom view is a mobile phone screenshot showing the same landing page content, with a note about 'bad image crop'.

Spectrum Enterprise - Contact Us

<https://enterprise.spectrum.com/contact.html>

Key Insights:

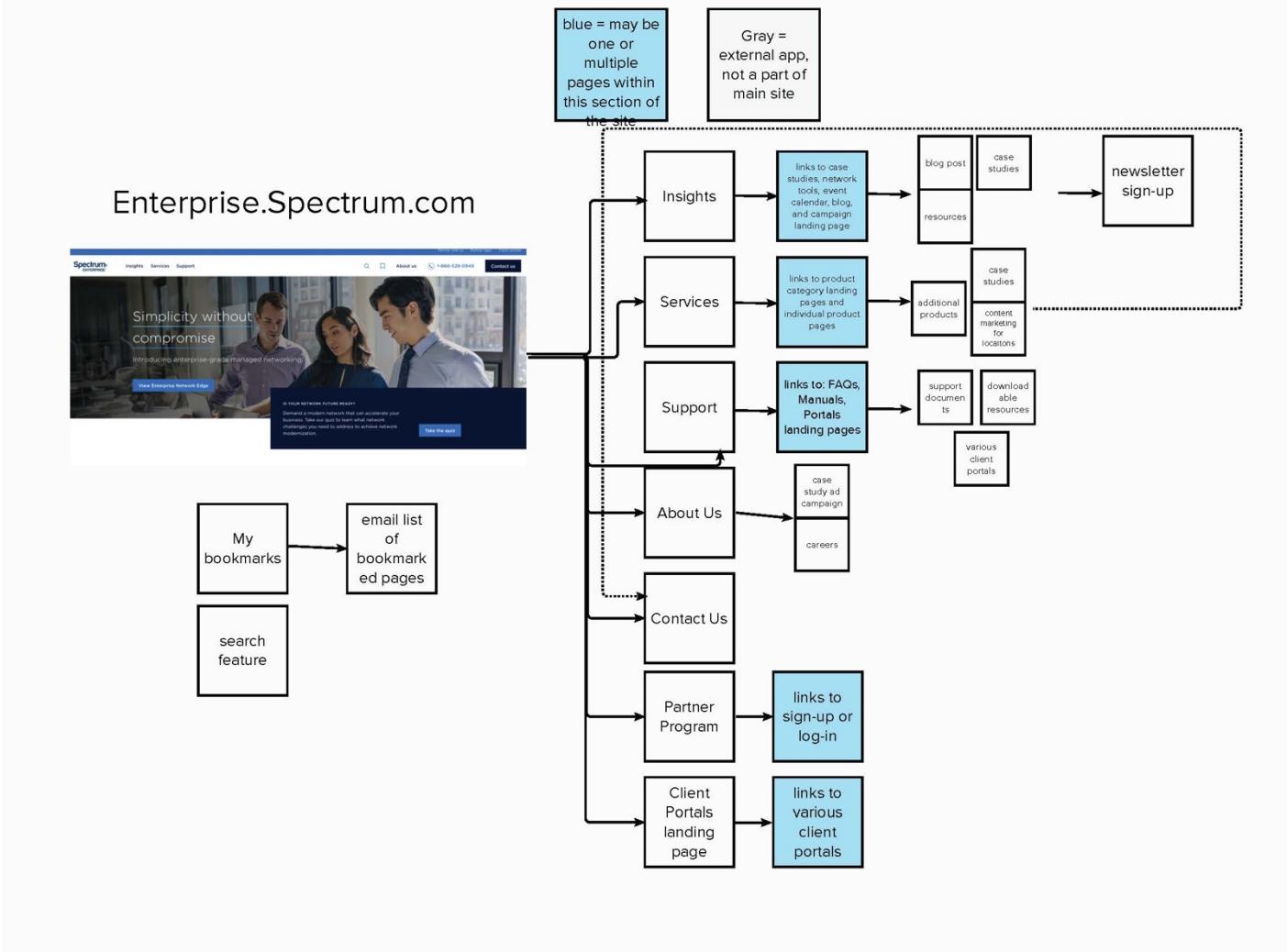
- highlight phone numbers in "immediate help" section
- 2 column layout to reduce scrolling on desktop
- mobile includes modified body paragraph with phone # included, unlike desktop
- TOO MUCH INFO requested in form
- again, not super useful photo
- "Immediate help" section pushed to bottom of page on mobile

Right Click -> Hyperlink -> "Open Hyperlink" to view Mural board

The image shows three versions of the Spectrum Enterprise contact page: Desktop (@1366px), Mobile - iPhone XR, and another Mobile view. The desktop version features a two-column layout with a sidebar on the left containing sections like 'GENERAL NOTE', 'DEV / IT NOTE', 'UX NOTE', 'PRODUCT NOTE', 'UX CONTENT NOTE', and 'MARKETING / SALES NOTE'. The main content area has a 'Contact us' section with a photo of two people and a 'RECENTLY VISITED' sidebar. The mobile version is more compact, with the 'RECENTLY VISITED' sidebar at the top and the 'Contact us' section below it. Annotations highlight specific UI elements: a blue box around the 'highlight phone numbers in "immediate help" section' on the desktop; a green box around the '2 column layout to reduce scrolling' on the desktop; a blue box around the 'again, not super useful photo' on the mobile; a green box around the 'TOO MUCH INFO requested in form' on the desktop; a blue box around the 'IMMEDIATE HELP' section on the desktop; a green box around the 'pushed to bottom of page on mobile' on the mobile; and a blue box around the 'modified body paragraph with phone #' on the mobile.

Spectrum Enterprise User Journey Example

Right Click -> Hyperlink -> “Open Hyperlink” to view Mural board



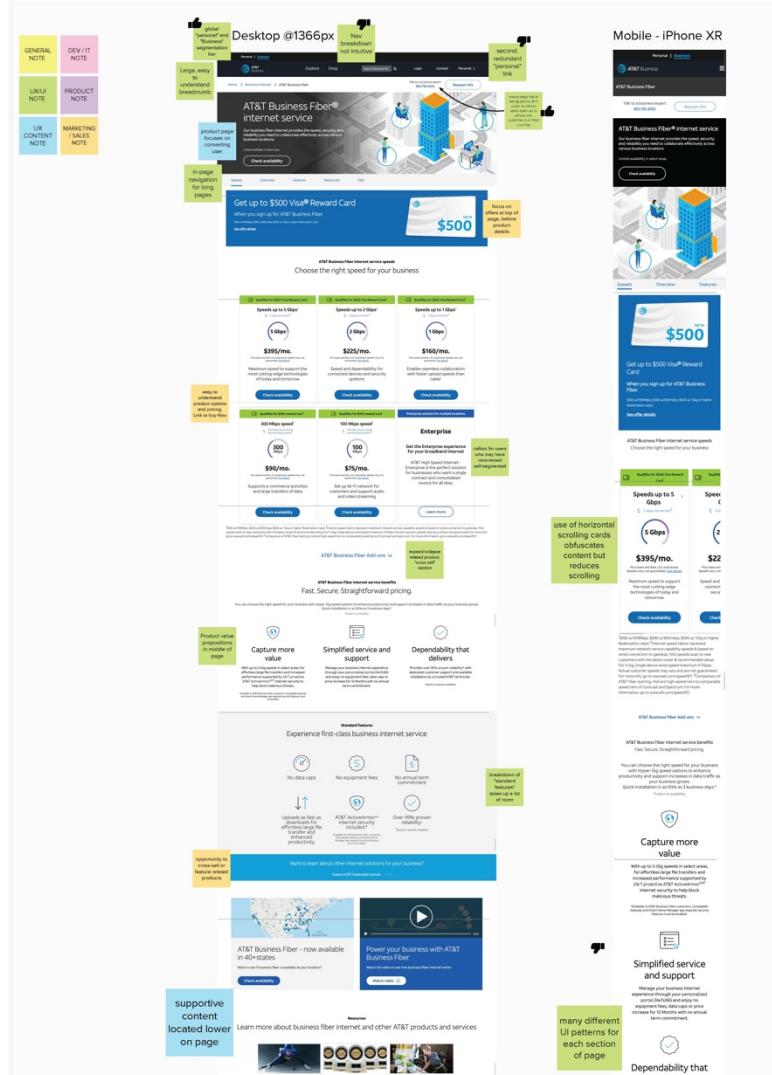
AT&T Business - Fiber Internet Service

<https://www.business.att.com/products/business-fiber-internet.html>

Key Insights:

- global "personal" and "Business" segmentation bar
- opportunity to cross-sell or feature related products
- offers, pricing prioritized over specs and features AND a link to a true online ordering flow
- Contact CTA and form located on all pages near footer
- every page has a vanity phone # in order to inform sales team as to where the customer is in their journey
- product page focuses on converting user; offers multiple contact and buy-flow CTAs
- on mobile - use of horizontal scrolling cards obfuscates content but reduces scrolling
- Nav breakdown not intuitive

Right Click -> Hyperlink -> "Open Hyperlink" to view Mural board



Verizon Business - Partner Solutions

[https://www.verizon.com/business/verizonpartnersolutions/?](https://www.verizon.com/business/verizonpartnersolutions/)
goto=https%3A%2F%2Fwww22.verizon.com%2Fwholesale%2F

Key Insights:



- Good use of photography with more contrast and space for copy
- Margins bring your eyes more towards the center, not wandering off the edges
- centralized information (Support / related resources)
- Feels very much like the consumer experience



Right Click -> Hyperlink -> "Open Hyperlink" to view Mural board

The image displays three mobile device screenshots of the Verizon Business - Partner Solutions website. The top section of the image contains descriptive text and a call-to-action. The bottom section contains three separate screenshots of the website's mobile interface.

Right Click -> Hyperlink -> "Open Hyperlink" to view Mural board

Desktop @1366px

Mobile - iPhone XR

Mobile - iPad Pro

Solutions to enable your business success

Broadband Internet

Ethernet Networking

Voice and VoIP

Wavelength Solutions

Security and Professional Services

Verizon Cloud

Get the right support for your business needs

Customer Training

Marketing Software Sign-up

2022 Data Breach Investigations Report

Let's connect.

Having the sales and support components keep customers and partners

Product & Solutions

About Us

Customer Responsibility

Investor Relations

Press Room

News

Events

Verizon

Customer Training

Marketing Software Sign-up

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Verizon Ethernet Networking Solutions for Business

<https://www.verizon.com/business/verizonpartnersolutions/products/ethernet/>

Key Insights:



- All section titles follow a style scheme, top left aligned and stacked.
- Jump links are nice for longer pages, may be ignored on pages like this.

Right Click -> Hyperlink -> "Open Hyperlink" to view Mural board

The screenshots show the website's layout and design across different devices. The desktop version features a navigation bar with 'Products', 'Resources', 'Contact Us', and 'Why Verizon'. The main content area highlights 'Ethernet Networking Solutions for Business' with a large image of a person working on a laptop. Below this, sections include 'See what Ethernet solutions we have to work to meet your wholesale business needs.' and 'Dedicated E-Line'. The mobile versions show a simplified layout with a 'Let's connect.' button and links for 'Sales' and 'Support'.

Verizon E-Rate Program Services

<https://www.verizon.com/business/solutions/public-sector/education/e-rate/>

Key Insights:



- Accordion handles a lot of copy for FAQs, products features & specs, etc
- Links to featured resources at the top supports existing customers while showing future customers how easy it is to find support / related docs.
- Components that have 2 CTA's allow for promoting 2 similar products.
- Very busy contact us section



Right Click -> Hyperlink -> "Open Hyperlink" to view Mural board

The mural board displays two wireframe prototypes side-by-side. The left prototype is for a desktop screen at 1366px width, showing a navigation bar with 'E-Rate Overview' and 'Get tools to help close the digital divide.' Below this are sections for 'Verizon E-Rate eligible services' (Category 1 and Category 2), 'External E-Rate resources', and 'Invoicing & discount reimbursement process'. The right prototype is for a mobile iPhone XR screen, showing a simplified layout with a large image of a person using a laptop, followed by sections for 'E-Rate Overview', 'Get tools to help close the digital divide.', and 'Verizon E-Rate eligible services' (Category 1 and Category 2). Both prototypes include a 'Contact us' section at the bottom.

Verizon Switched E-Line Services

<https://www.verizon.com/business/verizonpartnersolutions/products/ethernet/switched-eline/>

Right Click -> Hyperlink -> "Open Hyperlink" to view Mural board

Key Insights:

- Page is incredibly copy heavy, but still digestible.
- Components handle large amounts of copy well
- Jumplinks are great for pages like this
- Large titles with body copy on the right is great for highlighting product features
- “Lets connect” component for sales AND support.
 - Mobile version isn’t as clean, and displays similar to an unedited responsive component.

The screenshot shows the Verizon Switched E-Line Services page with several UI components highlighted:

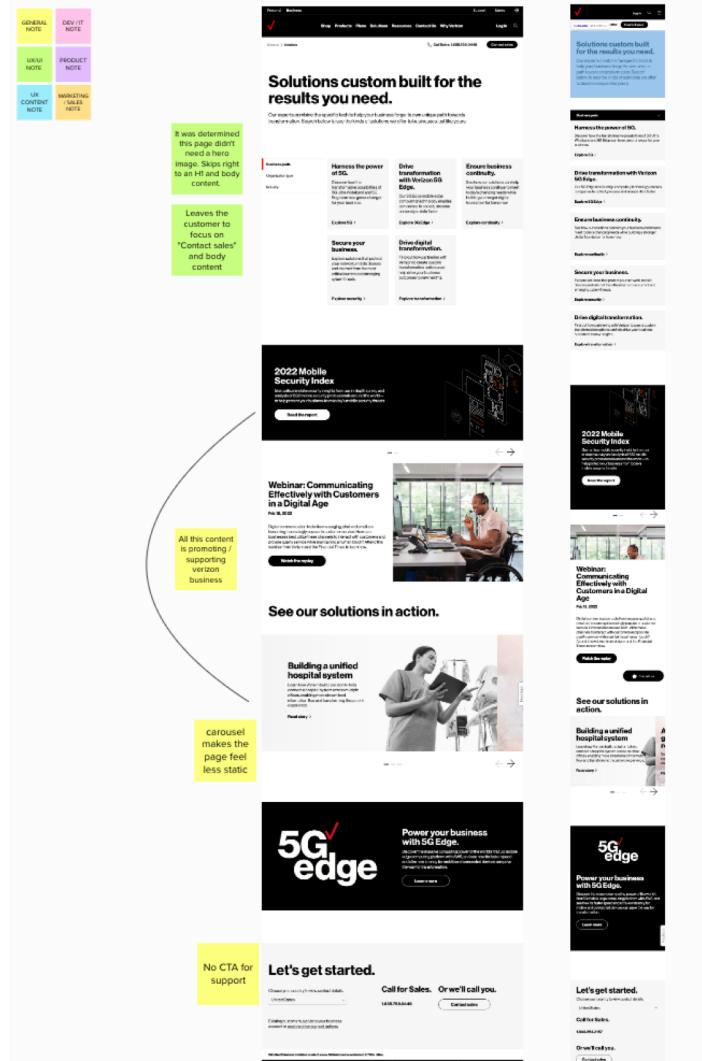
- Top Navigation:** A grid of colored squares (yellow, green, blue, pink, purple) with horizontal and vertical lines.
- Hero Section:** A large image of two people working at a desk, with the text "Switched E-Line Services" overlaid.
- Section Headers:** Large titles like "Workplace Ethernet Services for Standard Organizations" and "Features and benefits".
- Text Content:** Large blocks of descriptive text about the service.
- Service Types:** A section listing "Service types" including "Ethernet Performance Service", "Ethernet Performance Service (EPE)", "Ethernet Performance Service (EPE) with Voice", "Ethernet Performance Service (EPE) with Video", and "Ethernet Performance Service (EPE) with Video and Voice".
- Callouts:** Yellow callout boxes provide additional information:
 - "This component is great for small business pages."
 - "Great for standard product pages with a lot of details / features."
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 - "Great for standard product pages with a lot of details / features."
- Footer:** A "Let's connect" section with links for "Find a Sales Rep", "Schedule a Demo", "Support", and "Contact Us".
- Mobile View:** A separate view showing the mobile version of the page, which appears less polished than the desktop version.

Verizon Business Solutions

<https://www.verizon.com/business/solutions/>

- Minimal unnecessary elements such as imagery -
It's a business solution page and it gets right to the solutions.
- Browsing products by Business goals / organization type / industry
- Business segment pages are great opportunities to show off what your company is doing.
- Contact sales at the top and bottom.
- Plenty of content promoting Verizon products
- Movement makes the page more exciting and less static.
- No links to contact support, only sales.

Right Click -> Hyperlink -> "Open Hyperlink" to view Mural board



Verizon Business Support

<https://www.verizon.com/business/solutions/>

- The user can off-ramp to this page at any time via the support link at the top
- Many areas of support are communicated clearly and effectively. Tasks seem to be organized by importance / frequency of use
- Quick offboarding to sales page
- sections are collapsible on mobile
- Site map template, (Assumption) users should be familiar with this layout without feeling overwhelmed by all the links.

Right Click -> Hyperlink -> "Open Hyperlink" to view Mural board

The screenshot displays the Verizon Business Support website. At the top right, there's a yellow callout box with the text "at the top takes you to this page". Below the header, there's a grid of colored boxes labeled: GENERAL NOTE (yellow), DEV / IT NOTE (pink), UX/UI NOTE (light green), PRODUCT NOTE (purple), UX CONTENT NOTE (light blue), and MARKETING / SALES NOTE (orange). A yellow callout box on the left side of the grid says "organized by sector and then by common tasks". In the center, there's a section titled "Have questions about your business service?" with a "Get help now" button. To the right, there's a "Need help with:" section divided into three columns: Small business (Wireless, Business, Residential, Education, Government, Business), Enterprise & medium business (Internet & wired communications, IP, Internet & Phone, Fax), and Public Sector (Federal, State & Local Government, Education). A yellow callout box on the right side of this section says "All info collapses on mobile". At the bottom, there's a "Need to talk to sales?" section with a "Contact us" button. A yellow callout box on the left side of this section says "A component that links users to sales". On the far right, a mobile phone icon shows a simplified version of the same interface, with a yellow callout box saying "All info collapses on mobile".

T-Mobile – Networking – Carrier Ethernet

<https://www.t-mobile.com/business/solutions/networking/carrier-ethernet>



- Bottom dedicated component for "Contact Us" on every page with a phone number
 - " We'll call you" rather than having customers wait



- We'll call you rather than having customers wait on hold



- Contact us modal is quick and easy,



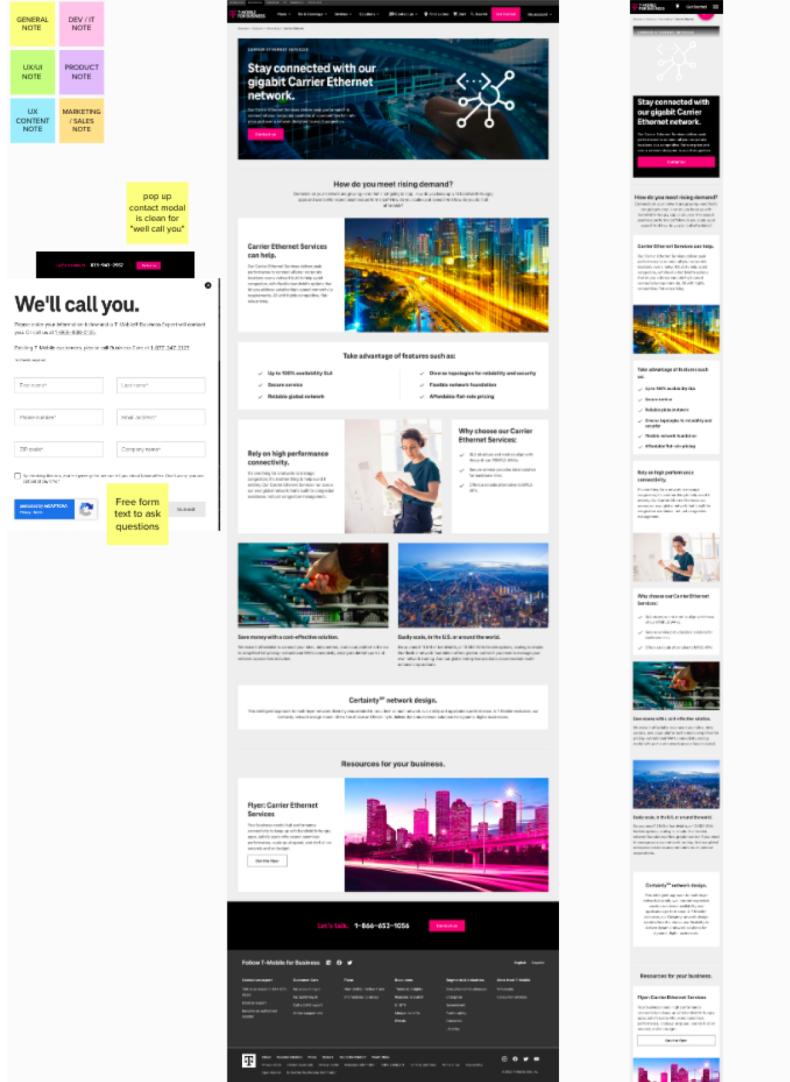
- Images feel low value



- Everything feels very marketing focused although this is a technical product

Right Click -> Hyperlink -> “Open Hyperlink” to **view Mural board**

Desktop @1366px



Frontier. - Fiber Voice

<https://business.frontier.com/fiber-voice>

- The contact form here asks the customer when the best time to call is. This could be great for any of our customers who are busy.
- Card design to promote other products
- Contact form is large and attracts customers attention over all content
- Brand visuals feel too stylized



Right Click -> Hyperlink -> "Open Hyperlink" to view Mural board

The screenshot displays the Frontier Fiber Voice website across three devices: Desktop (@1366px), Mobile - iPhone XR, and another mobile device. The desktop view features a large contact form asking for the best time to call. Above the form are four colored cards: General Note (yellow), Dev / IT Note (pink), UX/UI Note (light blue), Product Note (purple), UX Content Note (teal), Marketing / Sales Note (orange). The mobile views show a woman on a phone, promotional banners for Business-Building Voice, and a 'Stay connected with Frontier Voice' contact form. The footer includes links for Small Business, Personal Plans, Shipping, Corporate, and My Account.

Frontier. - Support

<https://frontier.com/helpcenter/myguide/online-help-business>



- Links to resources, how to videos, etc, are easily accessible
- "Still need help"
- Too many toggles to view content
- Very odd color selection, too high contrast



Right Click -> Hyperlink -> "Open Hyperlink" to **view Mural board**

The screenshot displays a grid of help guides categorized by device and service. The categories include:

- GENERAL NOTE
- DEV / IT NOTE
- UX/UI NOTE
- PRODUCT NOTE
- UX CONTENT NOTE
- MARKETING / SALES NOTE

Below these are specific guides for:

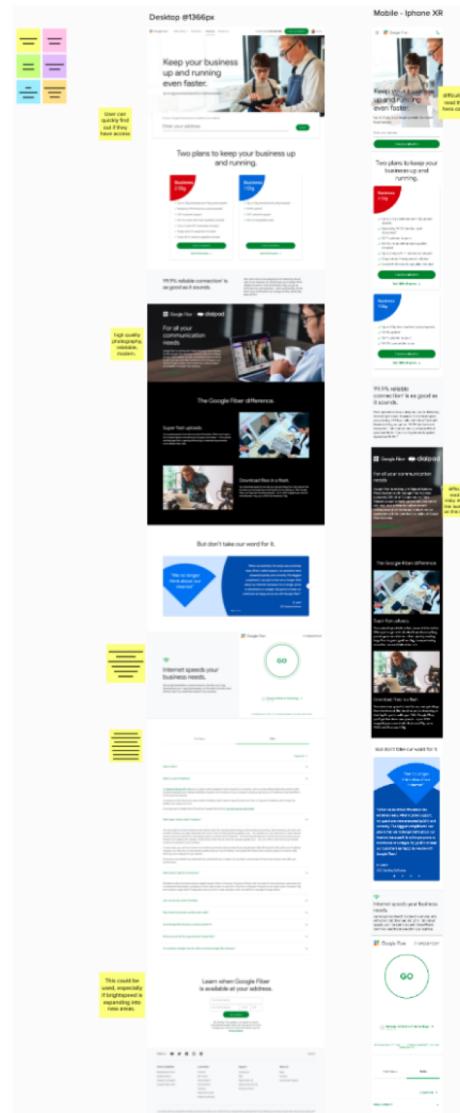
- Internet:** How To Create My Frontier ID, How To Reset My Router, How To Find My Channel Guide.
- TV:** How To Create My TV ID, How To Reset My Router TV, How To Find My Channel Guide.
- Voice:** Access Voicemail.
- Fast Feed for Business:** A guide for digital marketing, including sections on Marketing for Your Small Business, Reach Your Small Business Marketing, Optimize Your Small Business Website, and Maximize Your Small Business Marketing.
- Business Tools:** Includes links to Business Tools, Business Resources, Business News, and Business Events.
- Corporate:** Includes links to Connect Holding, Connect Business, Connect Solutions, and Connect Ventures.
- Frontier Sites:** Includes links to Frontier Business, Frontier Home, and Frontier Business Solutions.
- Business Partners:** Includes links to Business Partners, Business Solutions, and Business Services.
- Footer:** Includes links to About, Help Center, Product Information, Terms & Conditions, Privacy Policy, and Accessibility Policy.

Google – Business Fiber

<https://fiber.google.com/business/>

- Only offering internet at two speeds
- Immediate access to find out if you have access to internet
- High quality photography that doesn't feel overly generic
- Component that switches between technical specs and frequently asked questions about a product
- **"Learn when google fiber is available in your area" is a great component to have if BSPD is expanding into new areas**
- (Mobile) Hero copy and links display over images making it difficult to read on mobile

Right Click -> Hyperlink -> "Open Hyperlink" to **view Mural board**



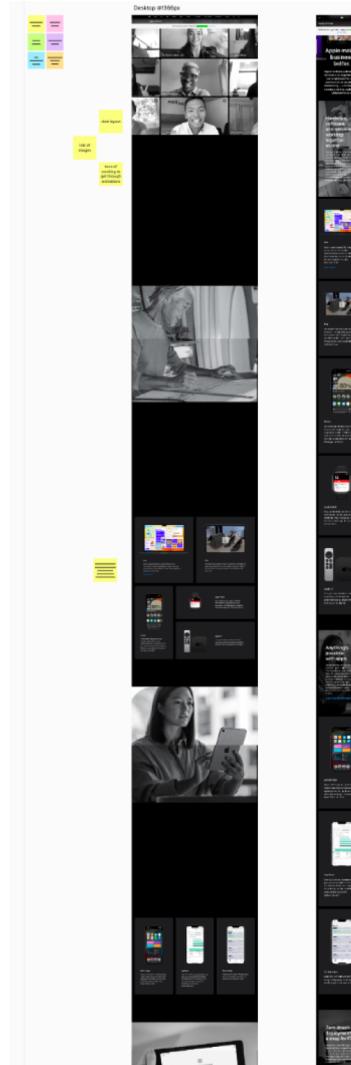
Apple - Business

<https://www.apple.com/business/>



- Excessive scrolling
- Dark template, and only black and white photography
- It has an aesthetic, but feels more like a fashion blog and not a business page.
- Not much supporting copy

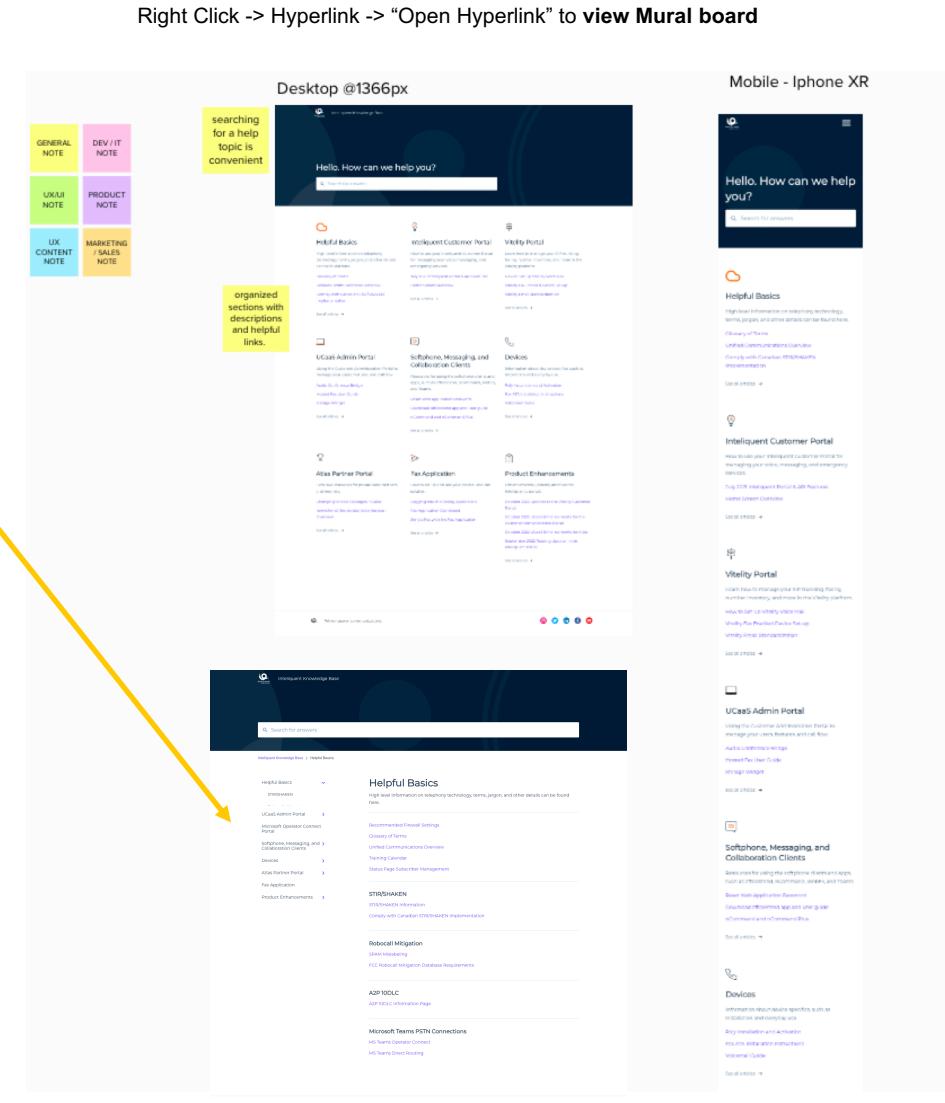
Right Click -> Hyperlink -> "Open Hyperlink" to **view Mural board**



Inteliquent Knowledge Base

<https://help.inteliquent.com/>

- searching for a help topic is convenient
 - Organized sections with descriptions and helpful links.
 - After clicking into a topic, a left side navigation menu appears allowing the user to navigate to other help topics



Inteliquent Contact Us

<https://help.inteliquent.com/>

Right Click -> Hyperlink -> “Open Hyperlink” to **view Mural board**



- This two column contact page theme has been consistent with other carriers providing solutions for different types of help to contact
 - Breaks down the different areas of contact / support.
 - Simple and not overwhelming to anyone looking for help



GENERAL NOTE	DEV / IT NOTE
UX / UI NOTE	PRODUCT NOTE
UX / CONTENT NOTE	MARKETING / SALES NOTE

Desktop @1366px

Mobile - Iphone XR

Comcast Managed Services

<https://business.comcast.com/enterprise/products-services/managed-services>

Right Click -> Hyperlink -> "Open Hyperlink" to view Mural board

-  • The contact form is broken down into two parts, cleans up the page a bit and doesn't overwhelm the user with form fields.
-  • Contact form is also combined with "Why choose comcast"
-  • Marketing material / components about this specific product
-  • Photography feels generic
-  • Layouts feels too similar to AT&T
-  • Not exciting

Brightspeed - Consumer Internet

<https://www.brightspeed.com/c/internet/>

Right Click -> Hyperlink -> "Open Hyperlink" to view Mural board



- The color palette looks great. We should try using more grays and flat colors from our style guide



- Sticky header with CTA / contact information



- Functionality within a hero component

The screenshot shows the Brightspeed Consumer Internet homepage. A sticky header at the top includes a 'Get Started' button and a 'Contact Us' link. Below the header is a hero section featuring a man and a child holding a tablet, with the text 'Better internet starts here'. To the right of the hero section is a sidebar with a 'stick "I want internet" header sidebar' note. The main content area below the hero section includes a 'Brightspeed WiFi' product section with a device image and a 'brightspeed WiFi includes a wireless modem with WiFi 6 advanced technology' description. Further down is a 'A fast connection at home' section with a woman using a laptop, followed by a 'Frequently Asked Questions' section with several collapsed Q&A items. A sidebar on the right lists 'Better Internet starts here', 'brightspeed WiFi', and 'brightspeed Business' sections.

Gaps in the current Brightspeed digital experience

- Generally speaking – a lot of white space, and a lot of text
- The page-to-page experience feels detached
- Poor / generic photography on many pages
- Not enough components to handle large amounts of copy
- No centralized support information
- Doesn't feel like a business theme

Opportunities for Day 2

General opportunities

- Uniform layout (Margins, fixed widths, navigational enhancements, consistency between pages)
- Business themed pages and components
- Components that handle large amounts of copy
- Components for toggling information displayed
- Components / sections for support resources
- Components that support images or CTAS
- Tools that help the user navigate the experience (breadcrumbs, bookmarking, etc)
- Photography that isn't overly generic and provides space for copy
- Varying type of contact us forms that collect different information along a customers journey.
- Creating movement / micro interactions

Opportunities for Day 2

Business Segment (*Business solutions, enterprise landing, wholesale landing, etc*)

- Reinforce "Why Brightspeed" on these pages
 - User types 3, 5, and 6, would appreciate educational / informative content about Brightspeed. (Jack of all trades, High fluency leaders, and low fluency leaders)
- Case studies, metrics, marketing materials, helpful resources & support links, etc.
 - Having these assets help support all user types by showing how much knowledge, experience and support Brightspeed has to offer up front.
- Show off Brightspeed's knowledge and success
- Provide opportunities to contact **both sales and support**

Opportunities for Day 2

Product Pages (*Ethernet Services, E911, Traditional Voice, etc*)

- Provide a dedicated space for related resources and support
 - The knowledge-seeking user types (Decision makers, problem solvers, and low fluency leaders) would appreciate this kind of content.
- The main focus should be on product details rather than Brightspeed details here.
 - Technically inclined users (high fluency leaders, support, researchers) are interested in data and specs) Not all product pages should feel the same (Intelliquent)
- Breadcrumb trails for users to go back to the parent page.
- Should have a simplified contact us component on each page in a consistent place (above the footer.)
- Sell related products
- We need components to handle large copy for these pages.

Opportunities for Day 2

Contact Us

- Using multiple columns to help separate the different areas or reasons to contact
- Keep contact form fields to a minimum, we don't want to overwhelm the user with excessive form fields
- "We'll call you" rather than asking customers to wait in line
- Asking "Best time to call?" on contact forms

Opportunities for Day 2

Support

- Bookmark tool that allows users to bookmark pages within the Brightspeed experience
- Centralized space for support content
- Search for topics
- Make it known where to find immediate help if the user can't find what they're looking for
- Ability to get to a main support page from anywhere in the journey
- All user types value would benefit from these recommendations.