# Redesigning TDS's Customer-Facing Online Support Section

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The Problem

The customer-facing Support section on our website was outdated and diffcult to use. Its poor organization made it difficult for users to find specific Support content. The dropdown navigation listed 9 different options, including specific product types as well as a "mixed-bag" FAQ section. Although the dropdown had 9 options, the Support home page only listed 6. Additionally, the page design needed improvement.

*Support section home page (before)*
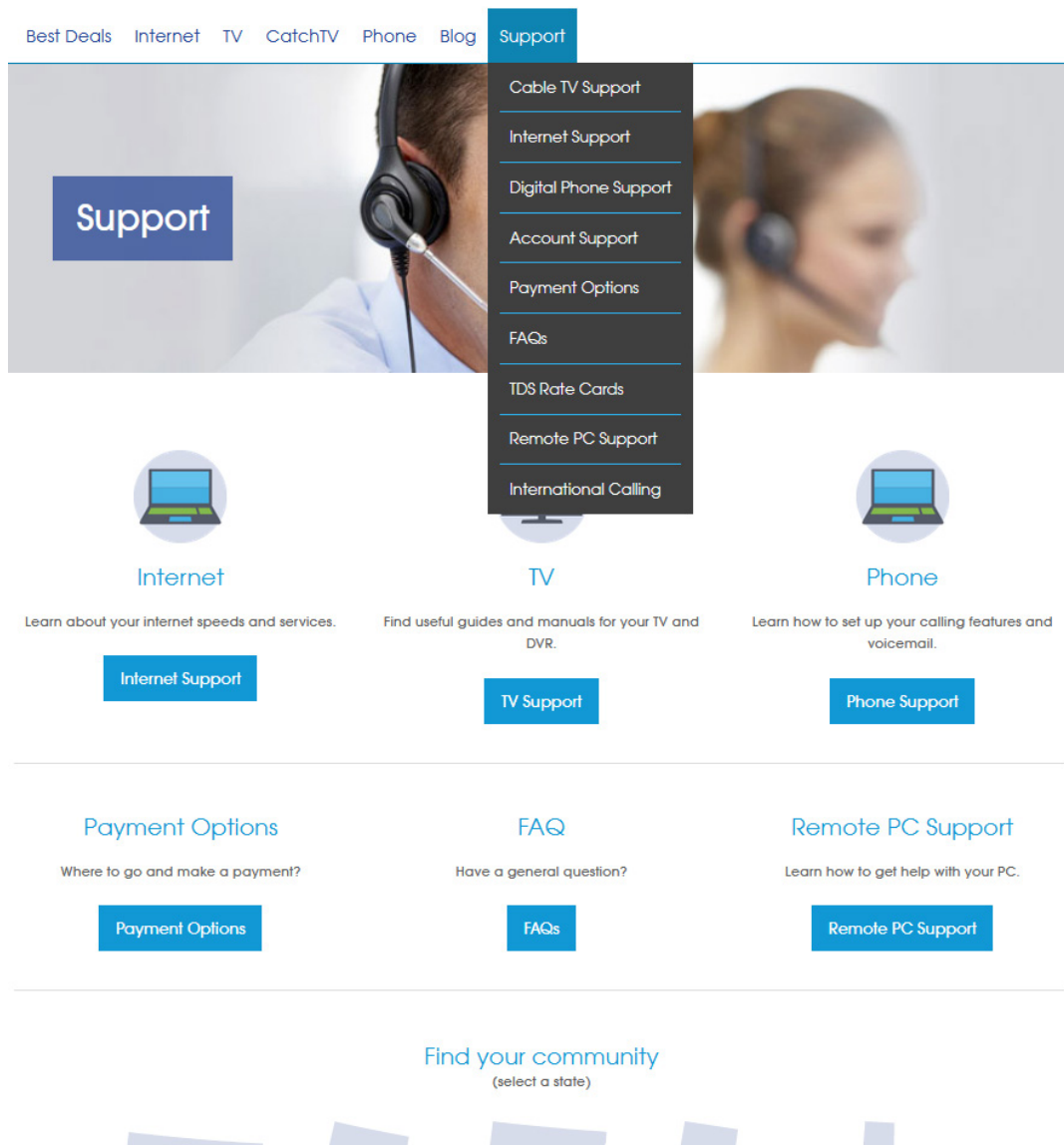
The Problem, cont.

The Support section Email category page was a particularly poor user experience. Twenty different topics were listed on that single page. It was difficult to tell when one topic ended and another began. There was so much content that scrolling was difficult, and users asily lost their place.

Email Support category page (before)
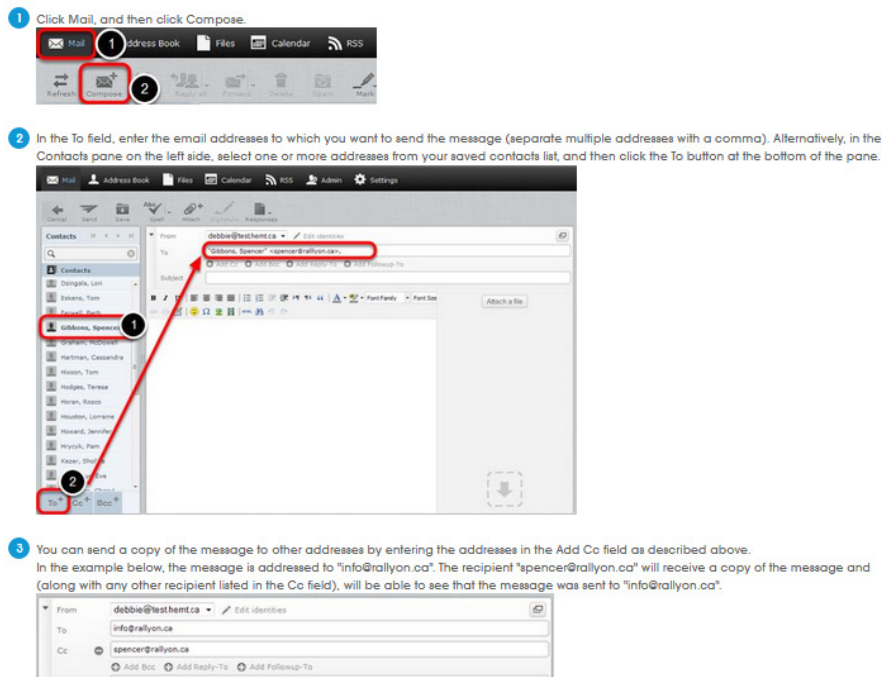
Vision & Goals

- Create a site architecture utlizing parent and child pages where the content is organized into digestable pieces for the user

- Reduce the number of options in the dropdown navigation and on the main support page to 6 or fewer so that the user is not overwhelmed by options

- Create category and topic names that are simple and obvious so that the user knows what content to expect under each one

- Audit the current content and collaborate with Product and Marketing teams to ensure that it's accurate and up-to-date

- Update the look and feel on the Support home page to something clean and modern

- Use consistent styling, typography, and structure across the site

- Develop components that are scalable and easy to edit (keep in mind that less technical members of the web team may be updating these pages)

- Add a search feature so that users can directly find what they need instead of clicking around

- Add a dropshadow to screenshots so that they are distinguishable from the text and vice versa

- Add alt text to screenshots for accessiblity

My Solution

First, I did a total audit and content inventory of the site. I collaborated with product and marketing teams to discern which content needed to be kept, updated, and removed. Then I delved into content strategy and site architecture. I created 5 simple, user-friendly categories and developed the site architecture and navigation to match that categorization system. I organized the content into the categories and used clear, descriptive titles for the support topics within each category.

For design, I used simple, scalable card components that could easily edited by less technical web team members in the future. Sizing, imagery, and typography was made clean and consistent. Additionally, I added a search bar at the top of the page so that users could directly search for content without being forced to click around.

Support section home page (after)
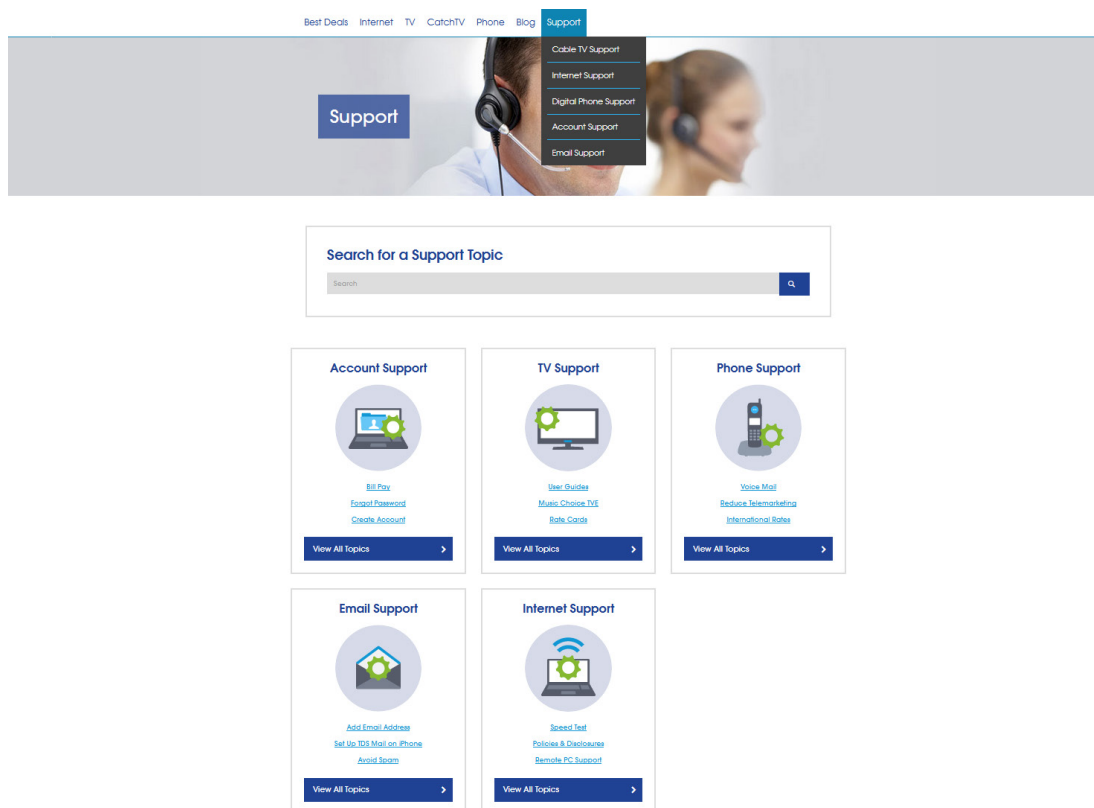
My Solution, cont.

The Email Support page was transformed into a functional page with easy navigation. Instead of one giant page with all 20 different topics, the Email Support page became a parent page with distinguishable categories of its own. Under each category were links to individual topic pages. Overall, the content was re-structured into bite-sized, easily digestable chunks.

Email Support parent category page (after)