

# AT&T SMART HOME MANAGER APP: UX WRITING & CONTENT STRATEGY

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# Project Overview

AT&T's Smart Home Manager app helps users manage their home Wi-Fi network by providing tools for speed tests, signal strength checks, and extended Wi-Fi services.

As the UX Content Strategist, I played a crucial role in crafting the microcopy and structuring user interactions to enhance clarity and usability.







# Challenges

- **Technical Complexity:** The Smart Home Manager app dealt with complex Wi-Fi-related concepts (speed tests, signal strength), which required me to simplify technical jargon without losing essential details.
- **Balancing Clarity with Brevity:** Crafting microcopy that was both clear and concise was challenging, as the content needed to fit small UI elements while still conveying the necessary information.

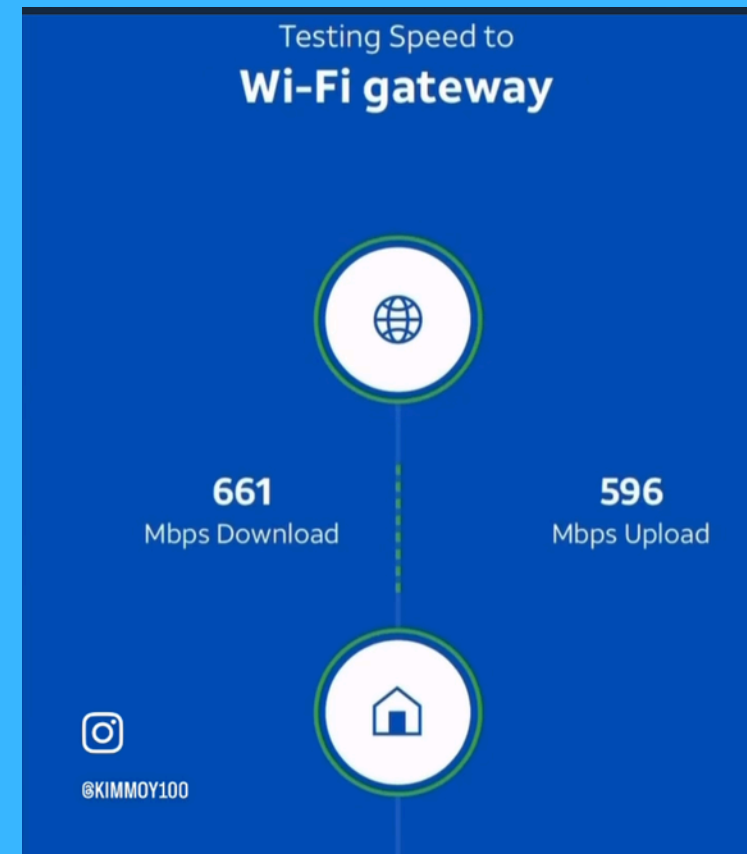
# Challenges

- **User Engagement:** Ensuring users not only understood the information but also engaged with it (e.g., upselling the extended Wi-Fi service) required me to carefully fine-tune the tone to match AT&T's brand voice without being pushy.
- **Cross-functional Collaboration:** Working with developers and designers to align copy with UI/UX elements often required iterations and quick adjustments, specifically since features evolved during the publishing process.





# Internet Speed Test



- Wrote the headlines, instructions, and microcopy for the Internet Speed Test feature.
- Created FAQs to provide clarity on speed test results and common user concerns.
- Developed requirements for what appears after a speed test is run.
- Designed results page, ensuring users clearly understand their upload and download speeds.

Speed test results

Speed to  
Wi-Fi gateway

Download	658 Mbps
Upload	593 Mbps

[Learn more](#)

Speed to  
Unknown Device

Download	398 Mbps
Upload	571 Mbps

[Learn why device speeds vary](#)

Still having trouble?

[Get help](#)

The image shows a mobile app interface for speed test results. It has a dark blue header with a close button. Below are three white cards with rounded corners. The first card shows results for a Wi-Fi gateway (658 Mbps download, 593 Mbps upload) with a 'Learn more' link. The second card shows results for an unknown device (398 Mbps download, 571 Mbps upload) with a 'Learn why device speeds vary' link. The third card asks 'Still having trouble?' and features a 'Get help' button and an illustration of a person at a laptop.

Internet

Test the speed to your Wi-Fi gateway  
and current device

SPEEDTEST powered

Speed test FAQs

What does the speed test measure? ▾

What affects my speed results? ▾

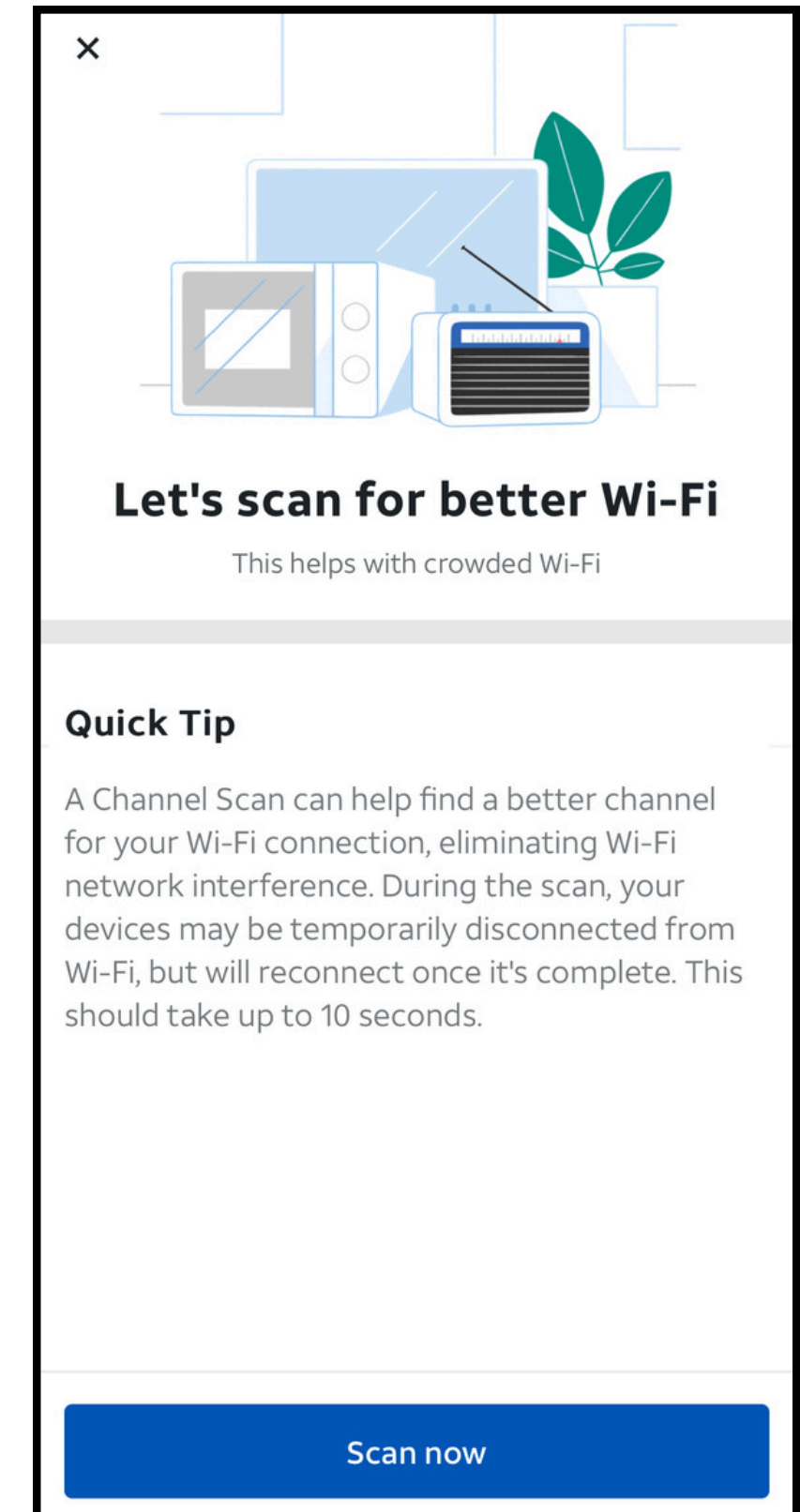
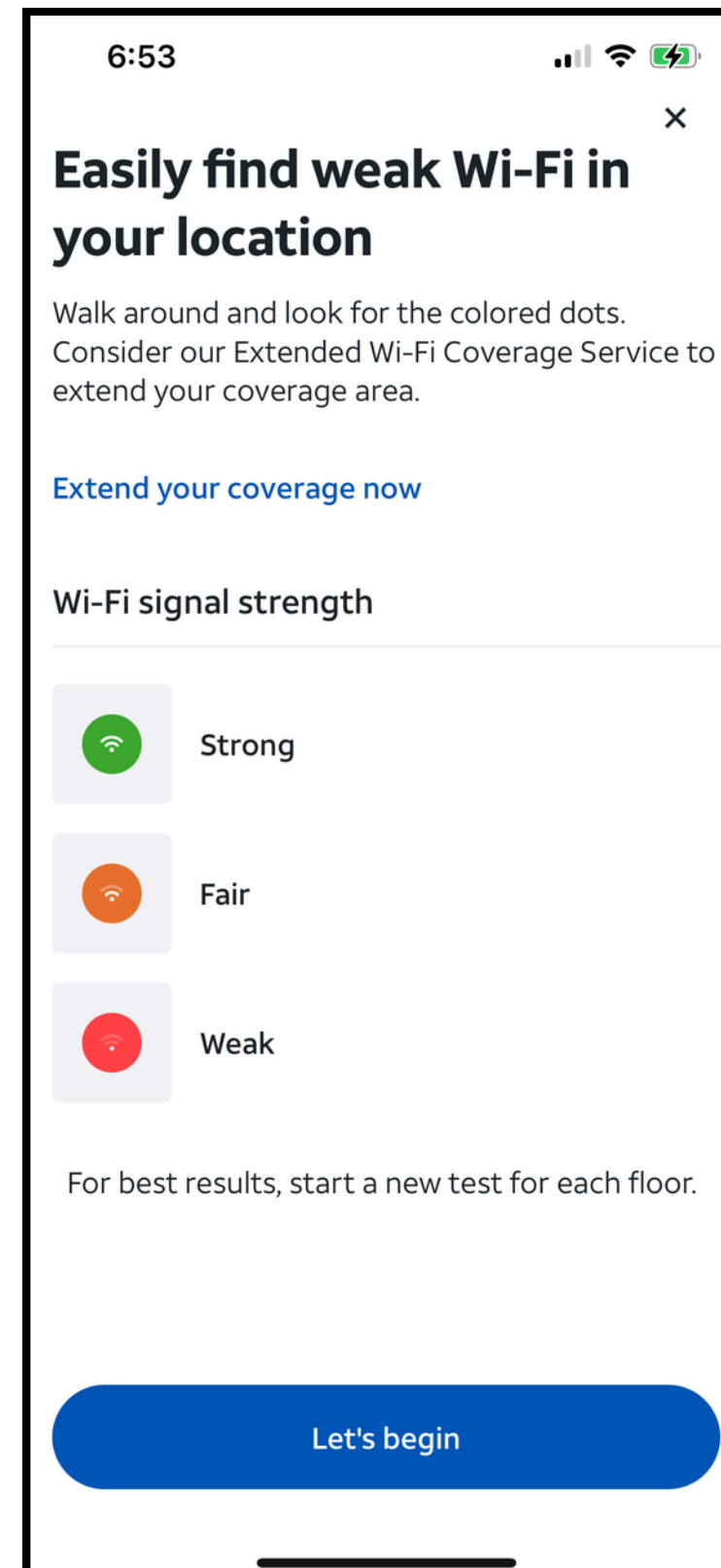
Can using many devices at the same time  
affect speed? ▾

How is my gateway connection speed  
different from the speed to my current  
device? ▾

The image shows a mobile app interface for an internet speed test. It has a dark blue header with a back arrow and the title 'Internet'. Below is a large blue card with a play button icon and the text 'Test the speed to your Wi-Fi gateway and current device'. Below this is a 'SPEEDTEST powered' logo. The bottom section contains a 'Speed test FAQs' section with four expandable questions, each with a downward arrow icon.

# Signal Strength Test

- Crafted copy guiding users through checking their home Wi-Fi signal strength.
- Ensured content was actionable and intuitive, reducing customer confusion.



# Upsell Wi-Fi Services

**Because your security is our top priority**  
Built-in 24/7 protection

## Upgrade to advanced

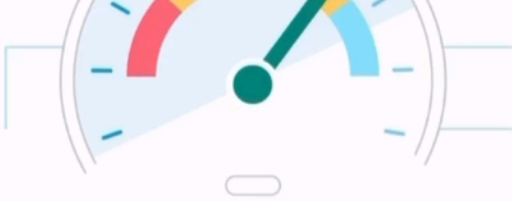
Here's a look at your advanced benefits:

- Private browsing with VPN**  
Keep your digital info private and protect your connected devices through secure network encryption.  
May not protect against user-authorized access to home network.
- ID monitoring**  
Get alerts and useful tips if your personal info is leaked.  
May not detect all compromises or leaks of your personal data.
- Content controls**  
Take the guesswork out of safe browsing with simple, customizable security settings.

Monthly  
**\$7.00**  
Applied to your next bill, cancel anytime.  
[See details](#)

**Upgrade**

Crafted UI text and help center articles for AT&T ActiveArmor, ensuring users could easily navigate and understand the features and functionalities.




## Get faster internet today

With a speed upgrade, you can connect, stream, and download faster than ever.

### About this upgrade

- (∞)** More bandwidth and higher upload speed than your average cable service
- ∞** Unlimited data, plus consistently fast speed, even at peak times

Developed the messaging strategy for an upsell prompt within the app.



## Extended Wi-Fi Service

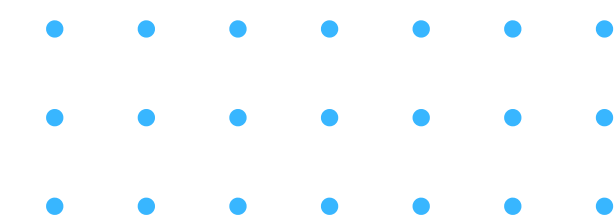
Boost home coverage for \$10/mo.

### Overview

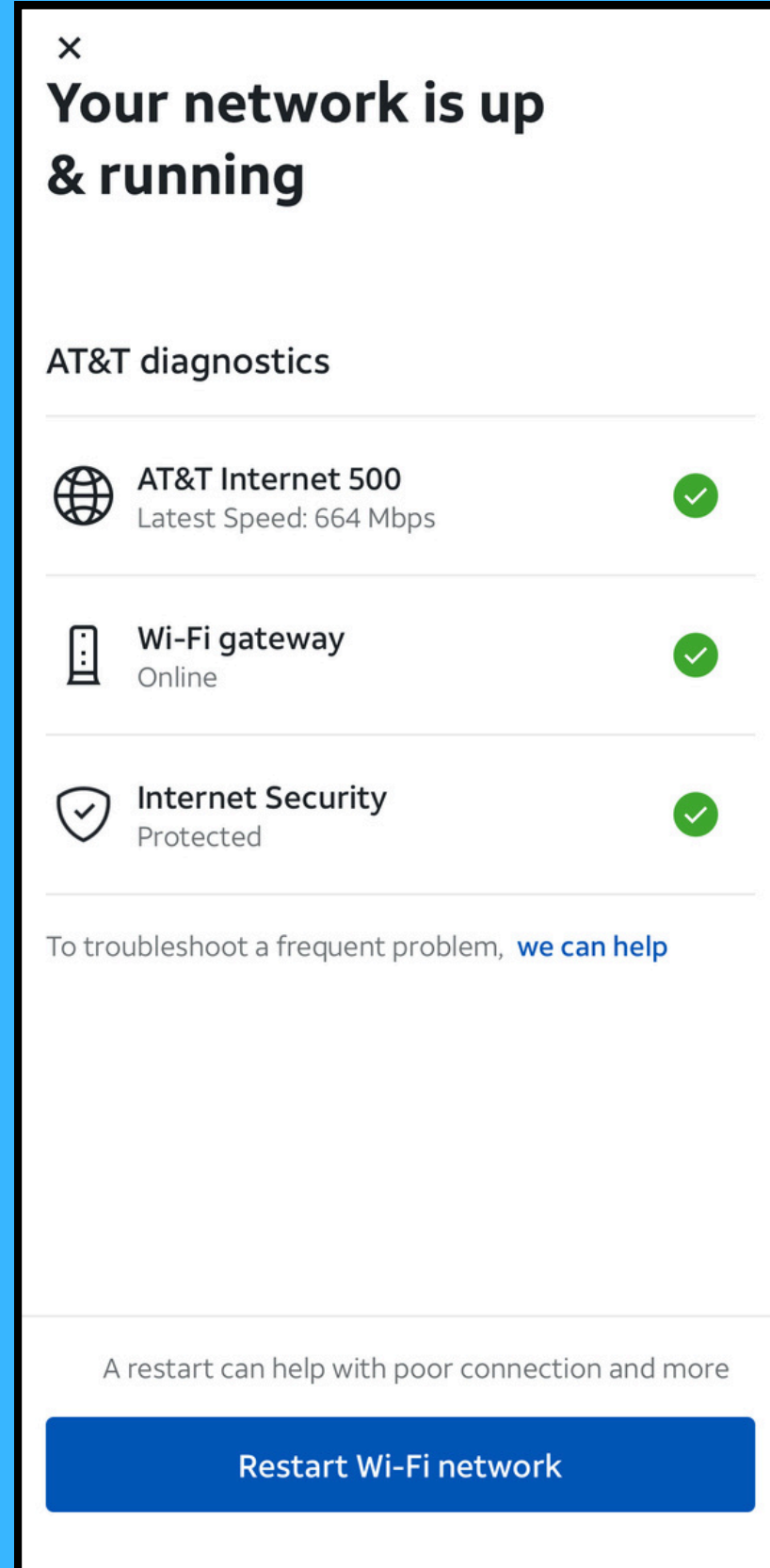
- Total home coverage**  
Smart extenders have technology to reduce weak signal spots and dead zones.
- Seamless connectivity**  
Get a faster connection in more areas of your home

Ensured persuasive, customer-friendly language that aligned with AT&T's brand voice.

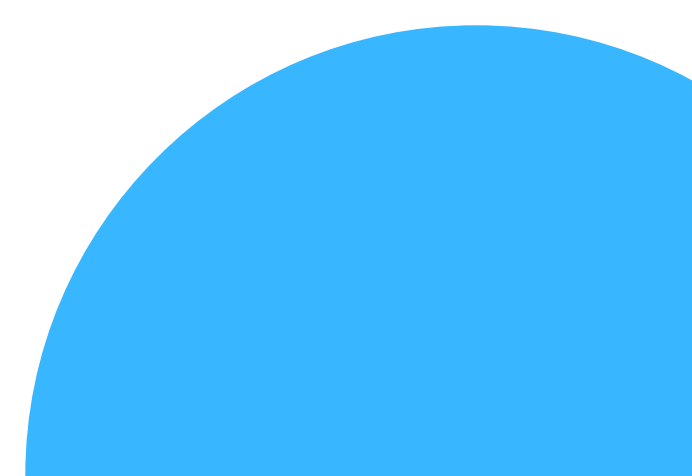




## Results & Impact






- Simplified technical jargon to improve user comprehension.
- Aligned copy with UI/UX best practices, making the app more intuitive.
- Enhanced user engagement and decision-making through clear and concise microcopy.



# Let's Connect



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