

Content Design

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Creating great experiences through human- centered content



The right* content.
At the right* time.
In the right* way.

*the right part is
the tricky thing

Totelcom

Totelcom, a Texas-based Telco, was due for a complete brand and website overhaul. I crafted the brand visuals, organized the site structure, and crafted the visual and verbal content for this site at the time of launch.

My role

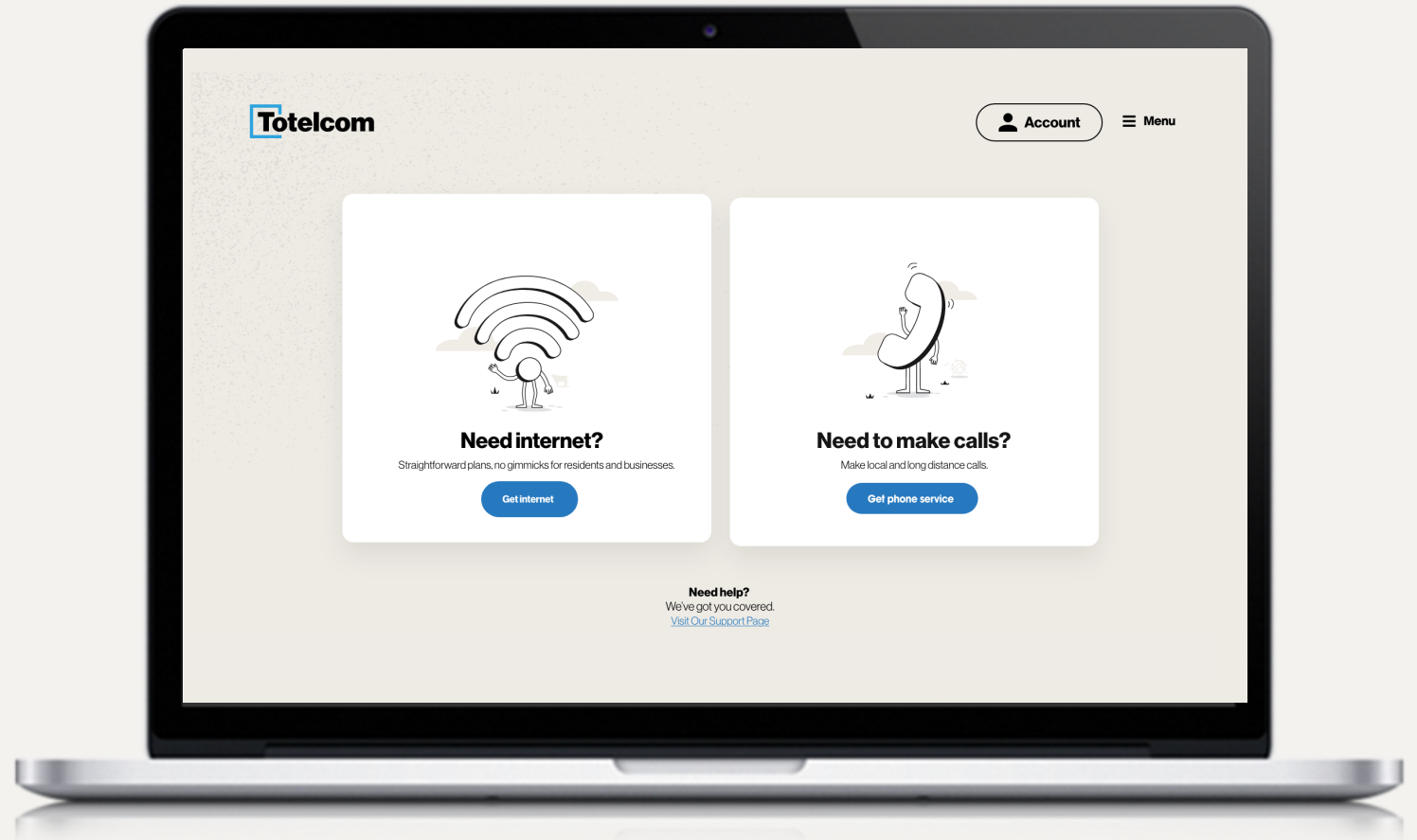
Content design

UX/UI design

Information architecture

Brand strategy and design

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Before



After

A brand overhaul

Totalcom's project started with a full brand assessment and revision focused on building a modern, simple, flexible brand that could easily flex to meet both their marketing and governmental advocacy needs.

+ +

Brand Voice

Totalcom's brand voice is energetic and optimistic, inspiring confidence with customers, employees, and partners. Direct and plainspoken, it reflects the communities it serves.

The brand voice uses familiar language and avoids technical terms and jargon. It's thoughtful in its use of personal pronouns, understanding it's sometimes OK to speak of the company as a leader or hero, but more often seeking to establish a connection through humility and service to the customer. The brand voice will also engage with humor, when appropriate, to further build connection with its audience.

The Hook

Connections that matter.

Selling Points

Local – The community-focused provider.

Trust – We do what we say.

Service – We'll take care of you.

Quality – We offer the best telecommunications experience.

Brandon Waybright

A brand overhaul

The new icon developed for Totelcom is a streamlined version of the logo it has used for years. The modifications made to the logo simplify and clarify the logo, allowing it to function at a greater variety of scales and to adapt to both small and large-scale applications. The type has been adjusted to complement.

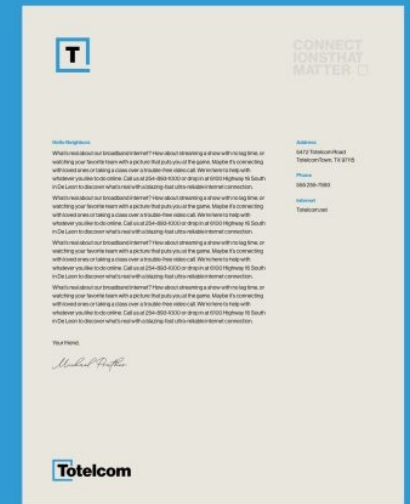
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CONNECTIONS
THAT MATTER 



CONNECTIONS
THAT MATTER 



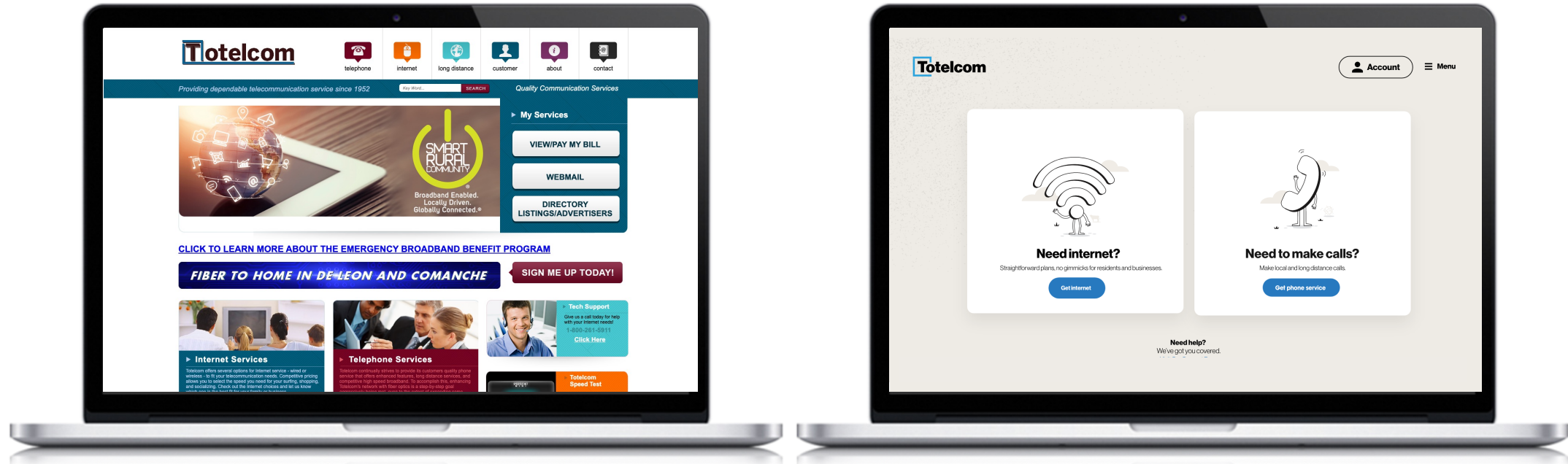
Brandon Waybright

Imagery that speaks

Brand photography emphasizes people over technology and is one of the ways Totelcom can reflect the communities it serves. Care should be taken to reflect the demographics and landscape of the service area whenever possible. Images used to represent Totelcom's customers should strive to represent rustic, ranch, and rural areas as technologically-engaged and modern.

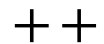
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A redesign that focused on simplicity

Totelcom's original website suffered from content design challenges, where conflicting text and visuals created user confusion by lacking a clear direction or focal point.



User and job stories

A number of stories were constructed, based on a combination of research and discovery with the client, to understand the goals of the users and their most essential tasks.

Rancher

As a rancher, I want to find out what internet and phone services are available to me, so that I can make a decision about the technology on my property.

Parent

As a parent of two, I want to find an internet plan that supports multiple zoom calls, so that my children can access their education.

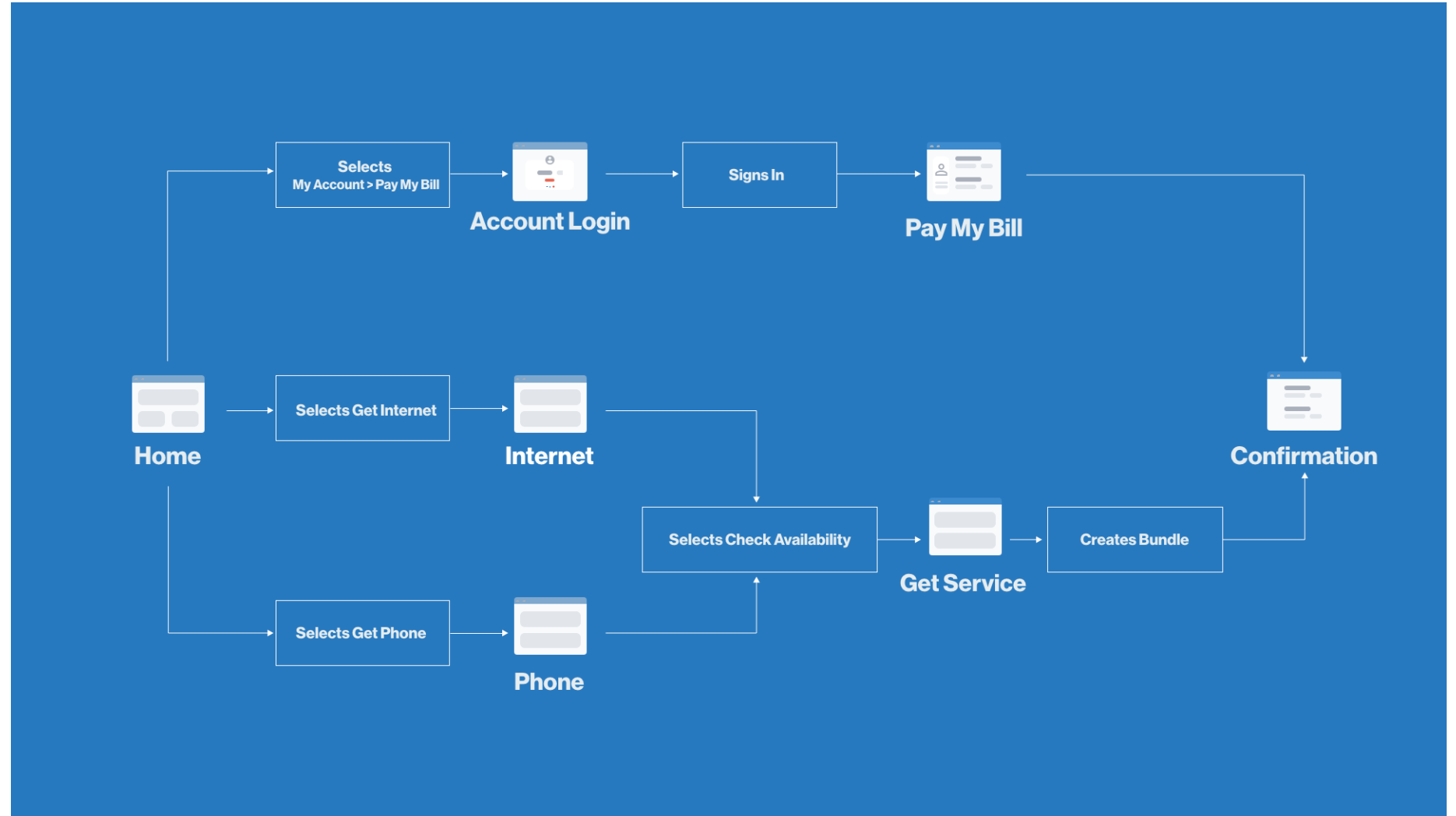
Current subscriber

When I have service, I want to understand and pay my bill, so that my life isn't interrupted.

User goals

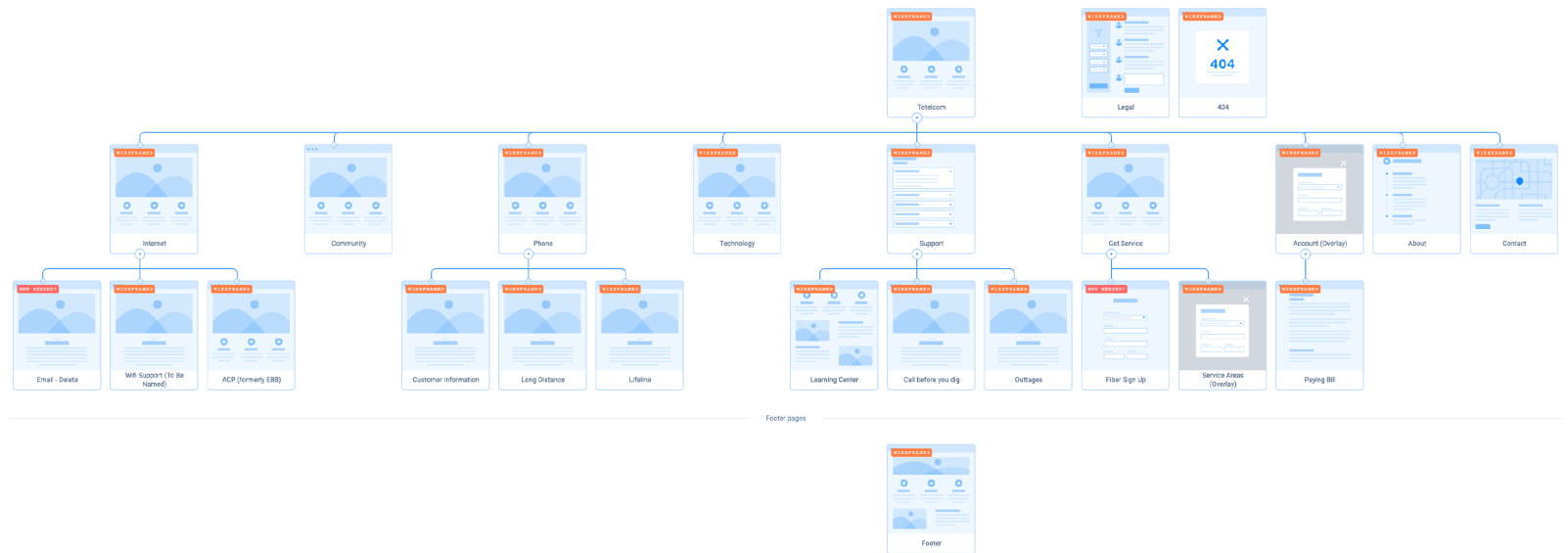
The first step to simplifying Totelcom's site structure was building simple flows to achieve the following user goals:

- 1. Getting internet service
- 2. Getting phone service
- 3. Paying their bills



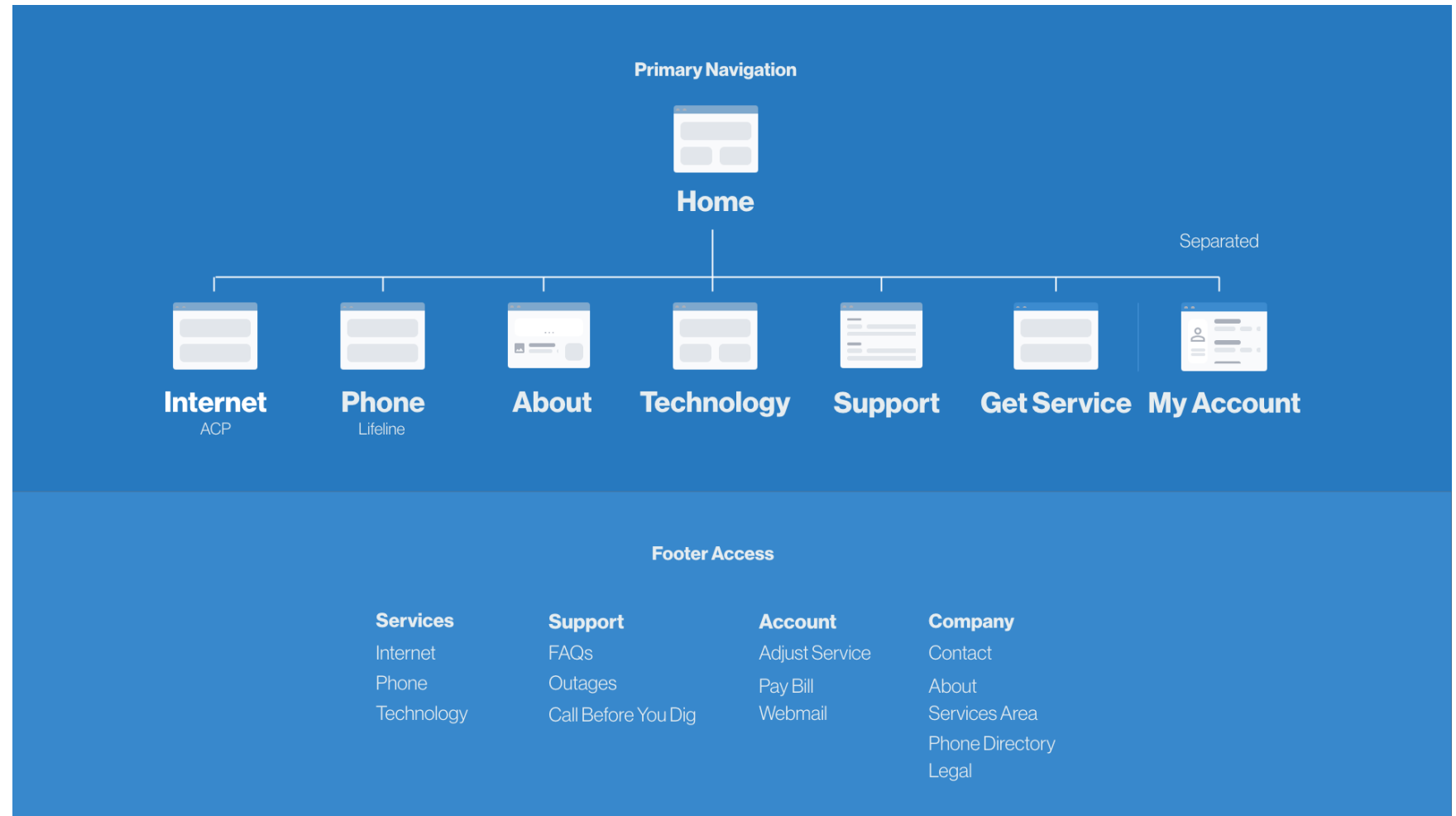
Simplified sitemap

Totecom's architecture was restructured around the user goals: creating clearer navigation patterns, dedicated sections for their services, and a prominent showcase of their community advocacy initiatives



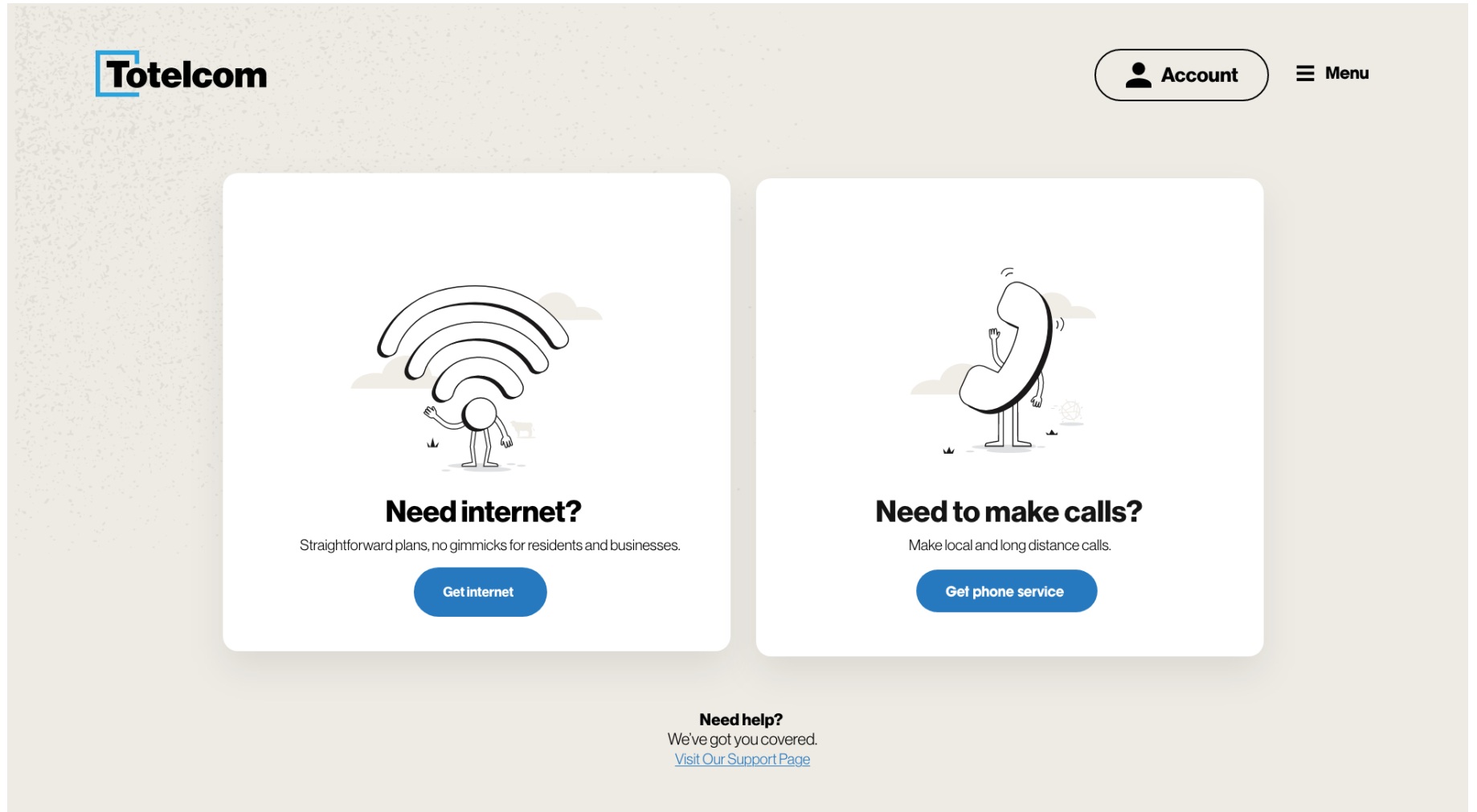
Navigation breakdown

The sitemap was further focused by creating a navigation breakdown, assigning the most critical pages to the primary navigation well offering additional features that can be accessed via the footer.



A focused home page

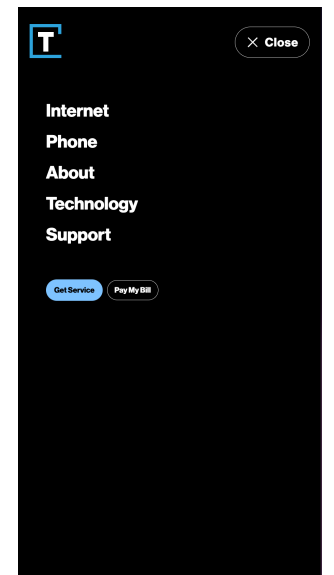
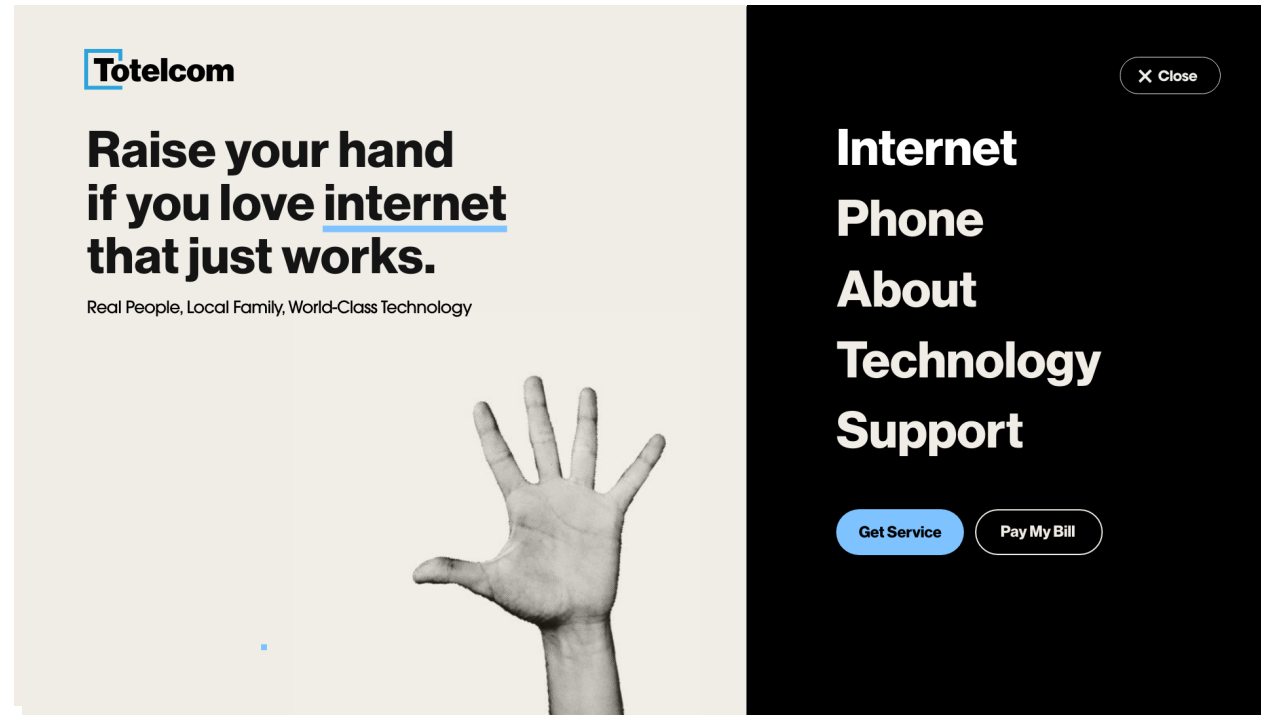
A refined content flow within the design clarified Totalcom's primary services and made it possible for users to achieve their goals with minimal effort.



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Even simpler navigation

Totalcom's navigation pairs playful brand moments with an incredibly clear menu—creating a fun but accessible navigation experience for visitors.



Brand voice

While I worked on brand visuals, a copywriter crafted this voice, hook, and selling point description for Totalcom's brand. I used these to create tone guidelines and writing instructions for Totalcom's site.

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Brand Voice

Totalcom's brand voice is energetic and optimistic, inspiring confidence with customers, employees, and partners. Direct and plainspoken, it reflects the communities it serves.

The brand voice uses familiar language and avoids jargon. It's thoughtful in its use of personal pronouns, understanding it's sometimes OK to speak of the company as a leader or hero, but more often seeking to establish a connection through humility and service to the customer. The brand voice will also engage with humor, when appropriate, to further build connection with its audience.

The Hook

Connections that matter.

Selling Points

Local – The community-focused provider.

Trust – We do what we say.

Service – We'll take care of you.

Quality – We offer the best telecommunications experience.

Tone guidelines

A short guide describing the way that Totelcom's brand voice lives on their site.

Totelcom makes it easy to connect.

Our three guidelines

Simplify

Every word is a chance to connect or distract. We keep our language brief to keep things in focus.

No jargon

We use the language our audience uses. We leave the acronyms to the engineers and make tech stuff as clear as we can.

No secrets

We hide nothing and proactively share what we're doing and why.



Example guidelines

Each of the three guidelines breaks down to more specific writing standards.

Example from simplify

Use verbs more than nouns

Nouns sound fancy, but they make our writing feel cold and distant. They also make our writing more complicated

Below is an example with assistance (a noun) and assist (a verb form of the same word).

Noun

We provide assistance to customers.

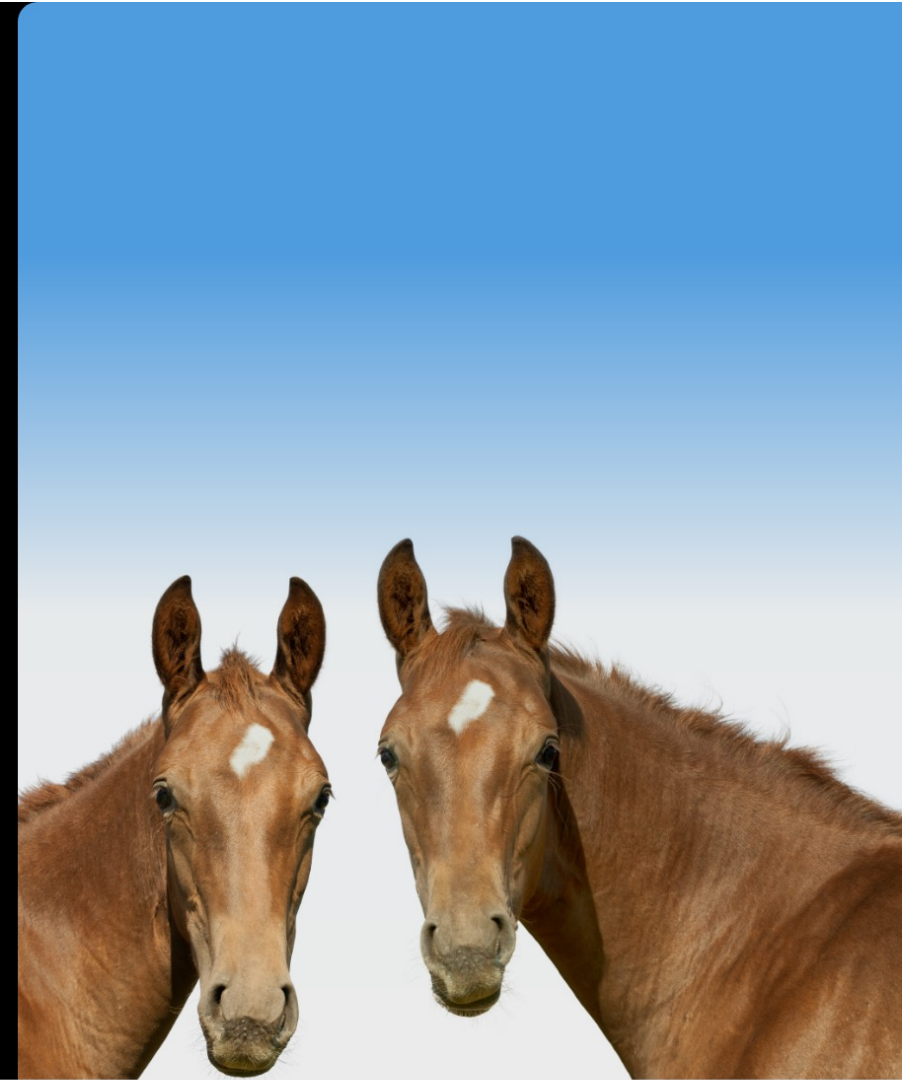
Verb

We assist customers.

Simplify

We help customers.

Assist is a bit fancy. Help is much simpler.



Example from no jargon

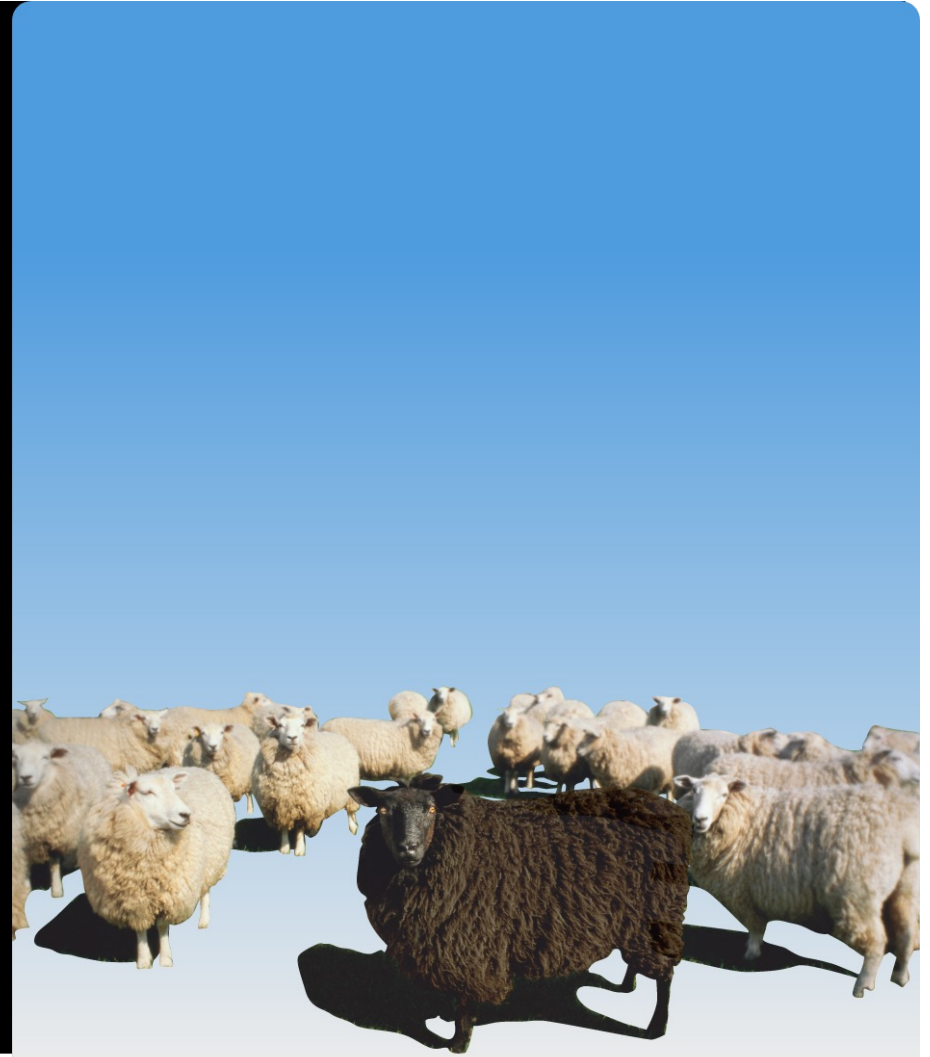
Use everyday language

Using common words instead of formal ones makes connection easier. Write with everyday language.

Term chart

A simple chart clarifies the kind of language that should be present on the site.

Formal	Everyday
Assist	Help
Submit	Send
Utilize	Use
Pragmatic	Practical
Essential	Basic
Nevertheless	But
Acquire	Get
Inquire	Ask



Example from no jargon

Defining the internet

Internet and WiFi mean different things, but most people don't really care. Don't let these words get in the way of getting our subscribers connected.

Broadband

We use this word only when we're talking with the senate (and then only if its required).

Internet

While internet refers specifically to our fabulous network and WiFi describes the magical signals that allow our laptops to access to the internet, we generally just call everything internet when speaking to our audience.

WiFi

Our internet plans offer add-ons like WiFi Mesh and a managed WiFi app. These add-ons are the only time we use WiFi when writing.

Internet

One of the more challenging issues with internet providers is insistence on a vocabulary that most users don't understand.

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Values driven

Even though the tone guide is primarily used to craft content, it is driven by larger values that help the organization make the connection between brand values and content.

Example from no secrets

Be clear and take responsibility

This matters most when things go south.

Bad example

An issue in the network has been discovered.

This is passive, and it doesn't clearly state who is responsible for the outage or what is happening.

Better example

We discovered an outage in our network.

This is active, but it doesn't take responsibility in a clear way.

Even better example

Our team is on site and repairing an outage in our network.

This is active, and it claims responsibility for fixing the network.



TOTELCOM

Account Menu

I need internet.

Need help? Visit our support page.

[Get help](#)

I need to make calls.

Need help? Visit our support page.

[Get help](#)

Need help? Visit our support page.

Community Matters

Thank you for your dedication to our community. We're proud to be a part of it.

[View Our Community Impact](#)

Ready to Connect?

[Get help](#)

SERVICES	SUPPORT	ACCOUNT	CONTACT
Internet	Help	Account Settings	Contact Us
Technology	Get Help	My Bill	Service Area
Community	Get Help	Get Help	Get Help

Personal Information
 Account Information
 Billing Information
 Contact Information

First Name
 Last Name
 Email
 Phone
 Address
 City
 State
 ZIP
 Country

1-800-833-8333
[www.totecom.com](#)

Facebook
 Twitter
 LinkedIn
 YouTube

TOTELCOM

Account Menu

Technology Leadership for today—and tomorrow.

What does it take to connect more than just the city and the country?

Experience the power of fiber. It's the future of connectivity. It's the future of business. It's the future of community.

TOTELCOM

Account Menu

Raise your hand if you love internet that just works.

Need Help? Local Foray. World-Class Technology.

Internet Phone Community Technology Support

[Get help](#) [Get help](#)

CONNECT IONSTHAT MATTER

Connecting our communities together and the world.

[Learn More About Us](#)

Technology

A short thought about how fiber rocks.

[Learn More About Our Services](#)

A short thought about how fiber rocks.

[Learn More About Our Services](#)

A short thought about how fiber rocks.

[Learn More About Our Services](#)

TOTELCOM

Account Menu

Internet to Connect to each other—and the world.

Experience the power of fiber. It's the future of connectivity. It's the future of business. It's the future of community.

[Get help](#) [Get help](#)

Get to work with **Internet for Businesses**

View available in select areas. Service available in select areas.

1Gig | Fiber **\$499.95** /month

Includes Local and Global City Limits

For Active Users Strong Streaming Support

[Get help](#)

500 Mb | Fiber De Luon, Gorman, and Comanche City Limits

[Get help](#)

100 MB | Fiber De Luon, Gorman, and Comanche City Limits

[Get help](#)

500 Mb | Fiber De Luon, Gorman, and Comanche City Limits

[Get help](#)

25 Mb | Broadband De Luon, Gorman, and Comanche City Limits

[Get help](#)

15 Mb | Broadband De Luon, Gorman, and Comanche City Limits

[Get help](#)

All plans require a 30-day notice period when cancelled with no early fees.

TOTELCOM

Account Menu

Contact Us Today

Your Contact Info

Name

Address

City

State

Zip

Phone

Email

[Get help](#)

Support Center
 1-800-833-8333
 24/7 Support

Contact Us
 1-800-833-8333
 24/7 Support

Our internet is the Real Deal

Experience the power of fiber. It's the future of connectivity. It's the future of business. It's the future of community.

[Learn More About Us](#)

Preferred Option

128 Mb

Upload/Download Speeds

\$99.95 /month

[Get help](#)

1Gig

Upload/Download Speeds

\$249.95 /month

[Get help](#)

64 Mb

Upload/Download Speeds

\$149.95 /month

[Get help](#)

Support

Need help? Visit our support page.

1-800-833-8333

24/7 Support

1-800-833-8333

24/7 Support

1-800-833-8333

24/7 Support

Find your perfect plan for **Residential Internet**

1Gig

Upload/Download Speeds

\$99.95 /month

[Get help](#)

25 Mb

Upload/Download Speeds

\$59.95 /month

[Get help](#)

15 Mb

Upload/Download Speeds

\$49.95 /month

[Get help](#)

Fiber and Broadband Plans Require a 30-Day Notice Period when Cancelled with No Early Fees.

Get a Support Plan

Our support plan offers premium and priority support for your business. It's the future of connectivity. It's the future of business. It's the future of community.

[Get help](#)

Ready to Connect?

[Get help](#)

SERVICES	SUPPORT	ACCOUNT	CONTACT
Internet	Help	Account Settings	Contact Us
Technology	Get Help	My Bill	Service Area
Community	Get Help	Get Help	Get Help

Personal Information
 Account Information
 Billing Information
 Contact Information

First Name
 Last Name
 Email
 Phone
 Address
 City
 State
 ZIP
 Country

1-800-833-8333
[www.totecom.com](#)

Facebook
 Twitter
 LinkedIn
 YouTube

Phone Lines You Can Rely On

Experience the power of fiber. It's the future of connectivity. It's the future of business. It's the future of community.

[Learn More About Us](#)

Basic Service

\$18 /month

[Get help](#)

Build a Standard Phone Package Including the Following

- 1 Call Forwarding
- 1 Call Forwarding
- 1 Call Forwarding
- 1 Call Forwarding
- 1 Call Forwarding

Standard Phone Package

\$18 /month

[Get help](#)

Jennifer Prother and Michael Prother

De Luon, Gorman, and Comanche City Limits

Get Wi-Fi Mesh

Experience the power of fiber. It's the future of connectivity. It's the future of business. It's the future of community.

\$14.95 /month

[Get help](#)

Hungry to know more about our internet?

[Get help](#) [Get help](#)

Affordable Connectivity Program

Experience the power of fiber. It's the future of connectivity. It's the future of business. It's the future of community.

\$19.95 /month

[Get help](#)

Totecom Account Menu

Need internet?
Check out our fiber and DSL services.

[Get Service](#)

Need to make calls?
Check out our DSL services.

[Get Service](#)

Need Help?
Please contact our Customer Support team.

These folks didn't use Totecom.
They regret that decision.

[Get Service](#)

It's pronounced
Toe + Tell + Calm
Thank you very much.

- Internet
- Phone
- Technology

- Fiber
- DSL
- DSL Service
- DSL Service for the City
- DSL Service

- 1 Gig
- 500 Mb
- 100 Mb
- 500 Mb
- 25 Mb
- 15 Mb
- DSL Service
- DSL Service for the City
- DSL Service

- DSL Service
- DSL Service for the City
- DSL Service

[Follow Us on Facebook](#)

Technology Leadership for today—and tomorrow.
What does it take to power internet into the city and the country?

Account Menu

Totecom Account Menu

Raise your hand if you love internet that just works.
Bad Neighbors. Local Family. Next-Gen Technology.

Internet Phone About Technology Support

[Get Service](#) [Pay My Bill](#)

CONNECTIONS THAT MATTER
Connecting for communities that matter and the world.

[Get Service](#)

Fiber Internet
The fastest and most reliable internet we have. Perfect for streaming, gaming, and more.

[Get Service](#)

DSL Service
Check out our DSL service. It's the only way to get internet service in areas without fiber.

[Get Service](#)

Wireless Service
When you need coverage far from the city and the world.

[Get Service](#)

Internet to connect to each other—and the world.
We're committed to keeping you connected. Please call 800-877-8777 for more information.

[Get Service](#) [Get Service](#)

Get to work with Internet for Businesses
Only available in DuLac, Grammer, and Grammer City Limits.

1 Gig | Fiber DuLac, Grammer, and Grammer City Limits

500 Mb | Fiber DuLac, Grammer, and Grammer City Limits

100 Mb | Fiber DuLac, Grammer, and Grammer City Limits

Ten Active Users
Strong Streaming Support

\$99.95/month [Get Service](#)

500 Mb | Fiber DuLac, Grammer, and Grammer City Limits

25 Mb | Broadband DuLac, Grammer, and Grammer City Limits

15 Mb | Broadband DuLac, Grammer, and Grammer City Limits

All plans receive a \$20 monthly credit when bundled with a phone line.

Contact Us Today

Your Contact Info

Name

Address

City/State/Zip

Phone Number

Email

[Get Service](#)

Service Areas
DuLac, Grammer, and Grammer City Limits
DSL Service for the City
DSL Service

Our internet is the real deal.
We're committed to keeping you connected. Please call 800-877-8777 for more information.

Fiber Internet
100 Mb

\$99.95/month

[Get Service](#)

Fiber Internet
1 Gig

\$249.95/month

[Get Service](#)

Fiber Internet
250 Mb

\$149.95/month

[Get Service](#)

Wireless and DSL Services Available (Where? For \$!)

We're committed to keeping you connected.
The following are just a few ways that we pursue that goal.

24/7 Support
We're here for you 24/7.

Wireless Service
When you need coverage far from the city and the world.

DSL Service
Check out our DSL service. It's the only way to get internet service in areas without fiber.

[Get Service](#)

Good Reviews
from Fiber Users.

5/5

Tim of the Power
I've been a customer for several years and I love the service. The internet is fast and reliable, and the customer support is excellent.

5/5

Tim of the Power
I've been a customer for several years and I love the service. The internet is fast and reliable, and the customer support is excellent.

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5/5

Tim of the Power
I've been a customer for several years and I love the service. The internet is fast and reliable, and the customer support is excellent.

Find your perfect plan for residential internet.

Fiber Internet
Upload and Download Speeds
\$99.95/month

[Check Availability](#)

DSL Broadband
Upload Speeds
\$5/month

[Check Availability](#)

Wireless
Upload Speeds
\$5/month

[Check Availability](#)

Fiber and DSL plans above 10 Mb receive a \$20 monthly credit when bundled with a phone line.

Find the support you need.
Our support team offers assistance and security whether you are at home or on the go. We're here to help you get the most out of your internet service.

[Get Service](#)

Phone Lines You Can Rely On
We're committed to keeping you connected. Please call 800-877-8777 for more information.

Basic Service

\$18/month

[Get Service](#)

Build a Standard Phone Package
Including the Following:

- 1 Call Forward
- 1 Call Forward
- 1 Call Forward
- 1 Call Forward
- 1 Call Forward

\$18/month

[Get Service](#)

Get Wi-Fi Mesh

\$14.95/month

[Get Service](#)

Get Wi-Fi Mesh

\$14.95/month

[Get Service](#)

Hungry to know more about our internet?
Please contact our Customer Support team.

[Get Service](#) [Pay My Bill](#)

Ready to Connect?
Let us know where you live and we'll tell you if we can help.

[Get Service](#)

Affordable Connectivity Program

The ACP benefit is subject to ACP household eligibility and is based on your income. Please contact our Customer Support team for more information.

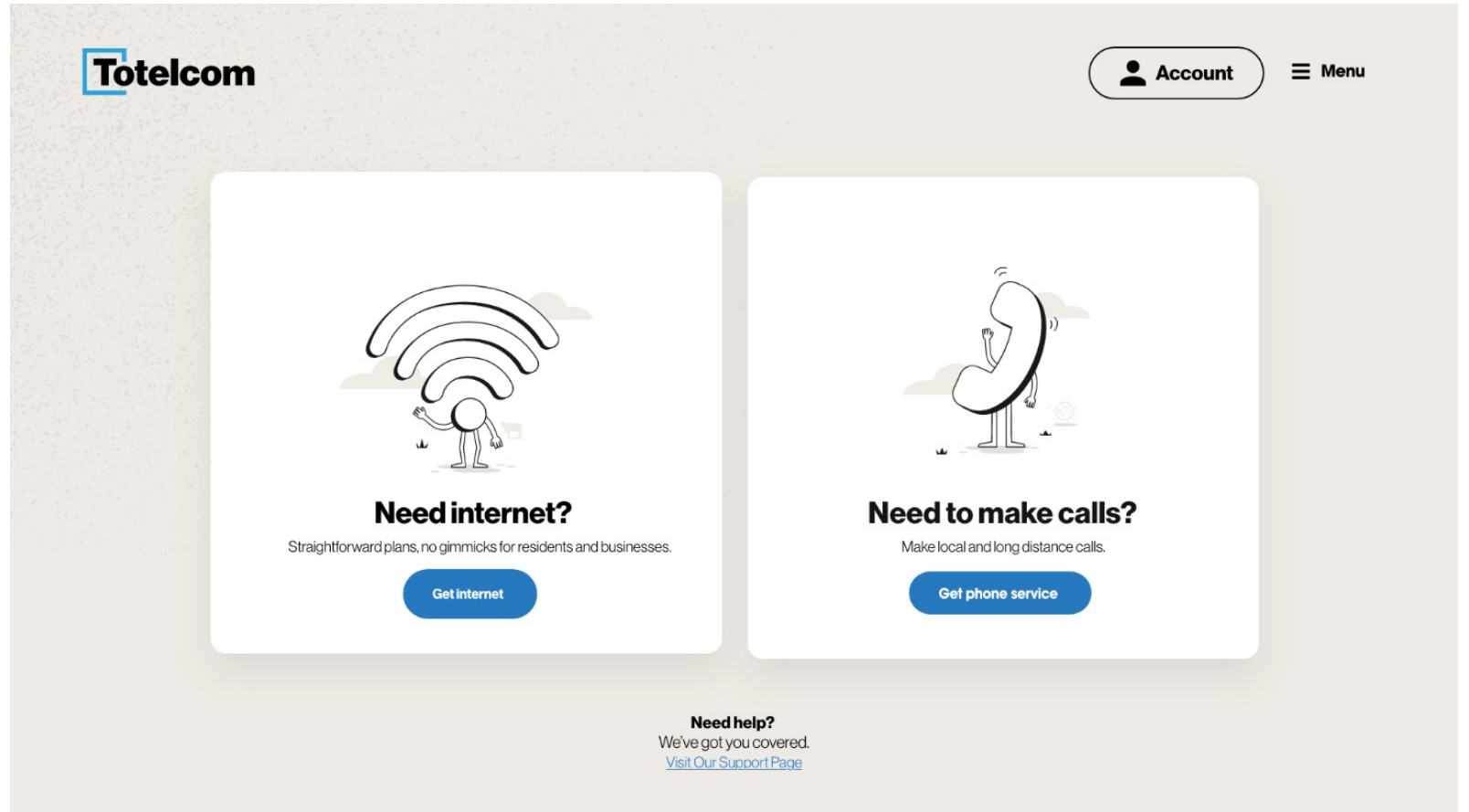
\$20/month

[Get Service](#)

Bringing it all together

Totelcom's adjusted content structure and UX writing maintained a careful balance of clear, direct language and playful, branded moments. This balance creates a welcoming space that invites people in while also making room for clear communication.

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Account Menu

Technology Leadership for today—and tomorrow

What does it take to provide internet in both the city and the country?

From central Texas to our Texas, we're committed to providing the technology you need to provide solutions for both. We're committed to you.

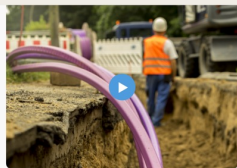


Here's a look at the technology we use to we provide the best possible internet for everyone in our part of Texas.

FIBER Data transfer at the speed of light.

Fiber-optic internet, more often called "fiber", is a connection uses light-based signals that can reach speeds up to Gigabits per second.

This technology uses fiber optic cables that can send data at 70% the speed of light. In addition, it is less susceptible to severe weather conditions which helps minimize outages.



WIRELESS Bringing the internet to the hardest to reach spots.

Wireless internet uses towers to relay data to your home and allows people in remote areas to connect to the internet.

If you try to visit a webpage using wireless internet, the data for that page is gathered from the tower and then sent onwards to your home using radio wave signals. While Fiber remains the best in internet technology, wireless allows people to connect even when they live in hard to reach places.

WI-FI MESH AND SUPPORT Optimizing your home and office Wi-Fi experience.

We've all been places where the internet doesn't work in every room of a home or office space. Wi-Fi mesh makes that problem a thing of the past.

Wi-Fi mesh consists of a central router and smaller devices typically called nodes. Each of these nodes is interconnected and operates as a source point for Wi-Fi signal. This setup allows for greater coverage inside one's home and the elimination of dead spots and weak signal areas.



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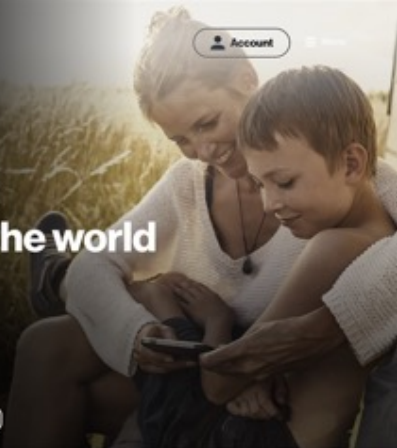


Account

Internet to connect to each other—and the world

Get the speed you need for all your devices, whether you're in the city or where the crowd isn't. The people, we help you connect.

Residential Internet Plans Business Internet Plans



Find your perfect plan for residential internet

Fiber Internet

Up to 1 Gig Upload and Download Speeds

Starting at \$99.95 /month

Check Availability

These Services Available in Areas Without Fiber Internet

DSL Broadband

Up to 25 Mb Upload Speeds

Check Availability

Wireless

Up to 15 Mb Upload Speeds

Check Availability

Fiber and Broadband plans above 15 Mb receive a \$20 monthly credit when bundled with a phone line.

SERVICES: Internet, Phone, Technology

SUPPORT: FAQs, Outages, Call Before You Dig


ACCOUNT: Adjust Services, Pay Bill, Renewal

COMPANY: Contact Us, About Us, Service Area, Phone Directory, Legal

Physical: 6001 Highway 65 South, Dallas, TX 75244

Mailing: P.O. Box 2700, Dallas, TX 75201

1-800-845-6005, customer-service@tcom.com



Totecom Account Menu

Call Before You Dig


No matter the project — big or small — please call 811 or 800-545-6005 (Our Call Board of Texas) before planting trees, digging post holes, trenches, etc. to make sure there are no buried telephone cables nearby.

If so, Totecom will come locate the lines for you so you can avoid cutting them.

Under Ground Cable Locate Call 811

Statewide 1-800-545-6005

One Call Board of Texas http://www.onecalltexas.com





Fiber Internet

The latest in technology delivers Internet so fast it practically takes flight.

[Find Out About Fiber](#)



WiFi Mesh

Great coverage and no dead zones, so the only spotty things around are the cows.

[Discover WiFi Mesh](#)



Wireless Broadband

When you need a connection in the middle of nowhere.

[Our Rural Connection Program](#)



These folks didn't use Totelcom.

They regret their decision.

[See our impact](#)

TOTELCOM

No horsing around when it comes to our company.

(Ok, some horsing around, but also we're good at what we do)



[X Close](#)

Internet Phone | About Technology Support

[Get Service](#)

[Pay My Bill](#)

TOTELCOM

No need to wing it. We're here to support.

No need to fly solo, we're here to help.



[X Close](#)

Internet Phone | About Technology Support


[Get Service](#)

[Pay My Bill](#)

TOTELCOM

**Raise your paw
if you love internet
that just works.**

Real People, Local Family, World-Class Technology



**| Internet
Phone
About
Technology
Support**


[Get Service](#) [Pay My Bill](#)

[X Close](#)

TOTELCOM

**Have ewe herd about
our world-class tech?**

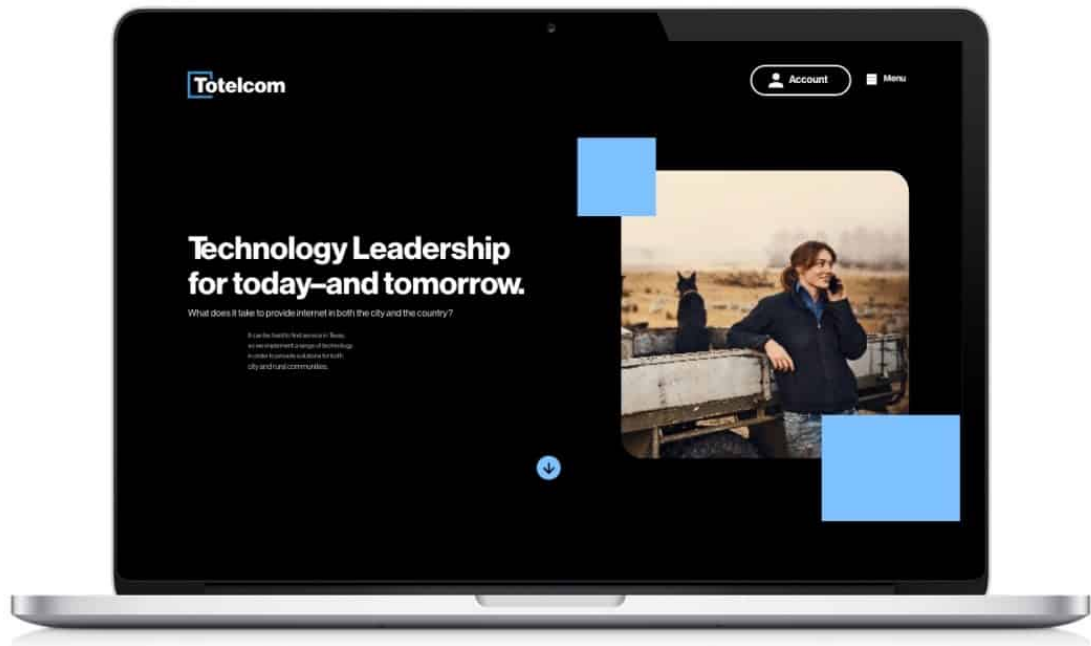
When it comes to tech, we give a flock.



**| Internet
Phone
About
Technology
Support**

[Get Service](#) [Pay My Bill](#)

[X Close](#)



Get Wi-Fi Mesh

Wi-Fi Mesh is a series of Wi-Fi access points that you can connect to seamlessly eliminating dead zones and allowing you to get great internet throughout your entire home.

Add On For
\$14.95 /month

[Check Availability](#)

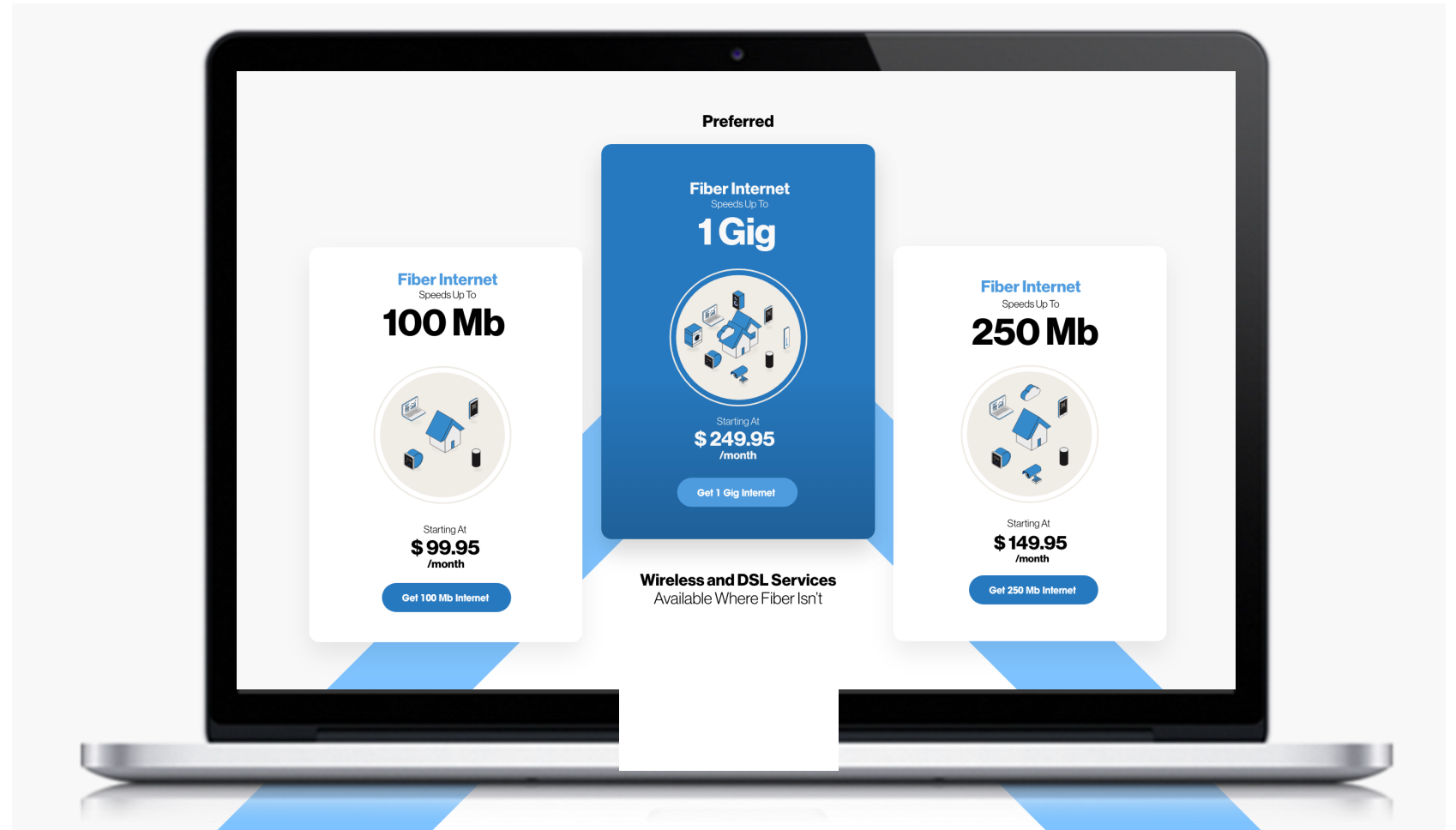
← 1 of 4 →

The image shows a smartphone with the CommandIQ app open, displaying a house icon and the text 'Welcome to CommandIQ'. Next to it are three mesh network components: a black square mesh router, a black rectangular mesh node, and a white square mesh node.



Preferred services

Based on user research, selecting an internet plan was one of the strongest points of friction for visitors to the site. The simple move to highlight the service with the highest customer satisfaction rate greatly reduced the paradox of choice that visitors previously experienced.

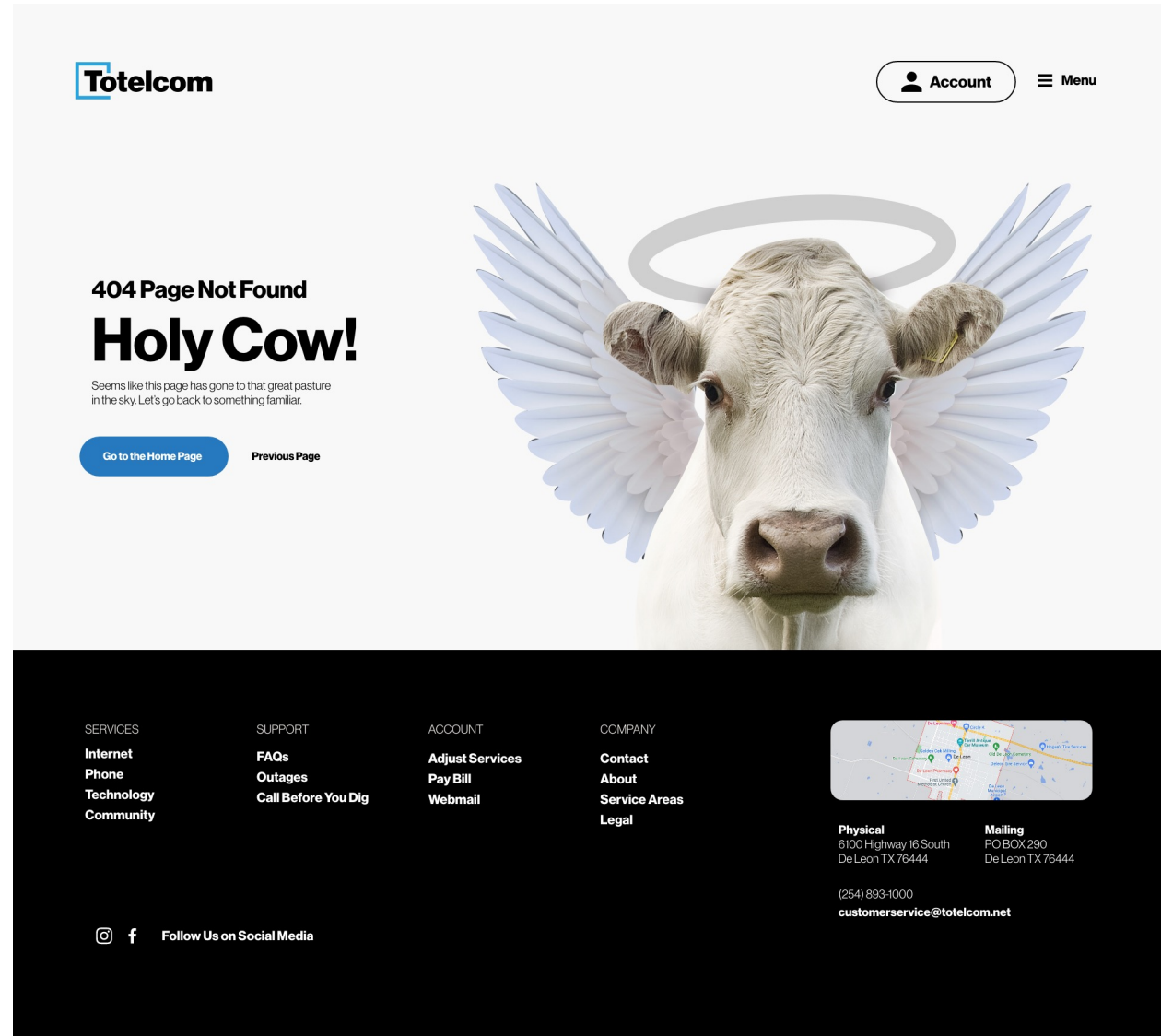


Turning errors into assets

Sometimes, things go wrong. Turning an error into an opportunity to further connect with the brand leaves everyone in a better space.

Note: in testing, we received feedback from users who said, "I wish I could navigate to the error page because it was so fun."

++



It's pronounced



Toe + Tell + Calm

Thank you very much.

Added bonus

During our user research, we uncovered that many people mispronounced "Totelcom". While that wasn't part of our project scope, we couldn't help but address it on the site.



++



der | die | das

Over the course of five years, I partnered with faculty and staff at Princeton University in the development, design, and branding of several online textbooks. The first and most significant of these being **der | die | das** — a German language learning platform used in curriculum for over 13 Ivy League Schools including Princeton, Harvard, and MIT.

My Role

Content Strategy and Structure

UX/UI Design

Front-End Coding

++



User and job stories

A number of stories were constructed to help the faculty member craft platform content.

User stories

As a language learner, I want to understand common words and phrases, so that I can connect with German culture today.

As a language teacher, I want my students to be excited about what they are learning, so that they can learn more in depth ideas.

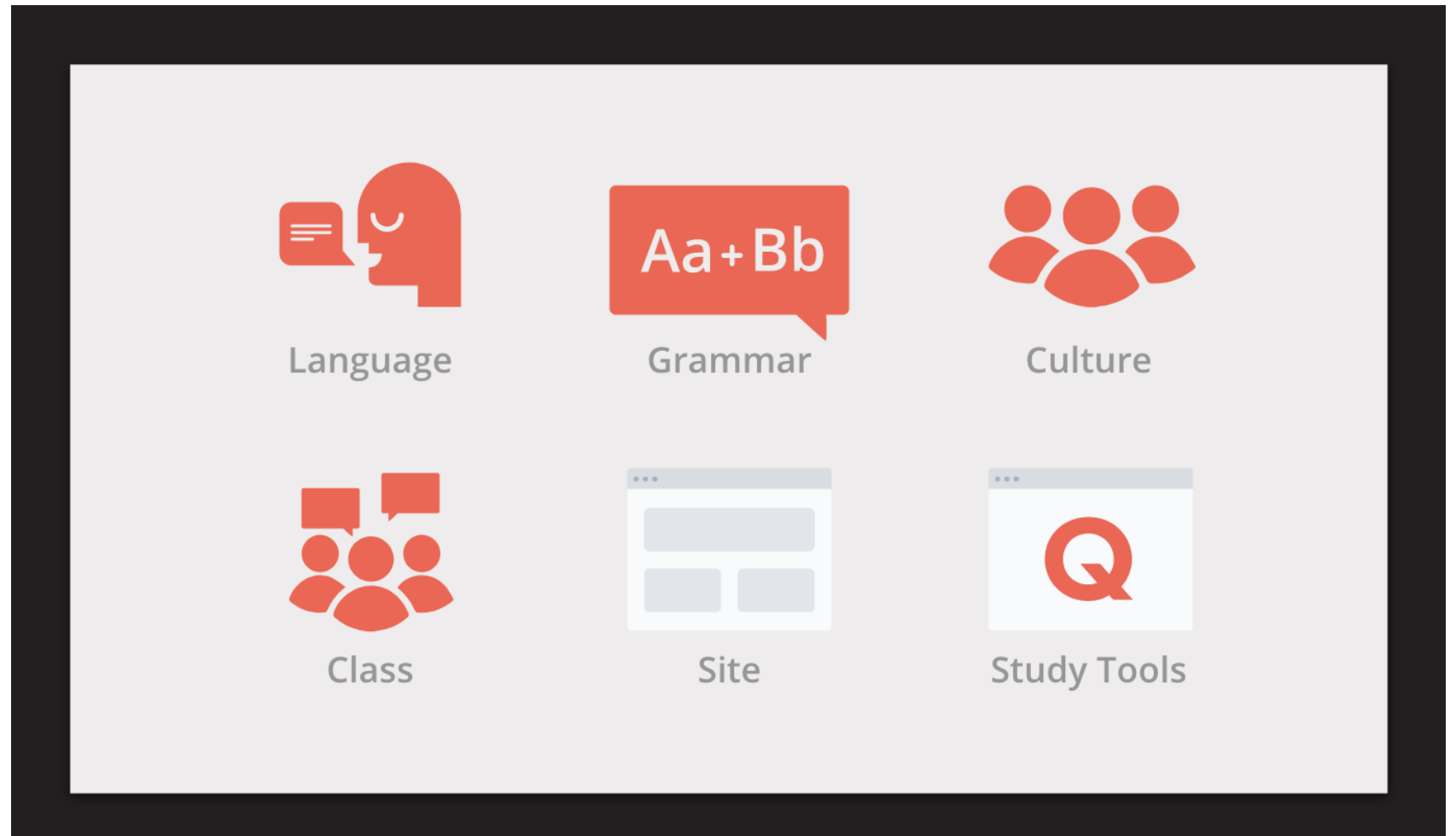
Job stories

When I learn a language, I want to practice with native speakers, so that I don't sound strange when speaking.

When I learn a language, I want to be able to read stories in German, so I can understand what they're really saying beyond translation.

Language system

Most language learning experiences share a handful of common components. Originally proposed as a textbook, der | die | das evolved into a learning platform that brought together common language learning components in one location.



A major problem

Many language learning programs and textbooks are ineffective. Speisekarte = Dish card and your guess is as good as mine on what that's for, but it's common vocabulary in German language learning textbooks.

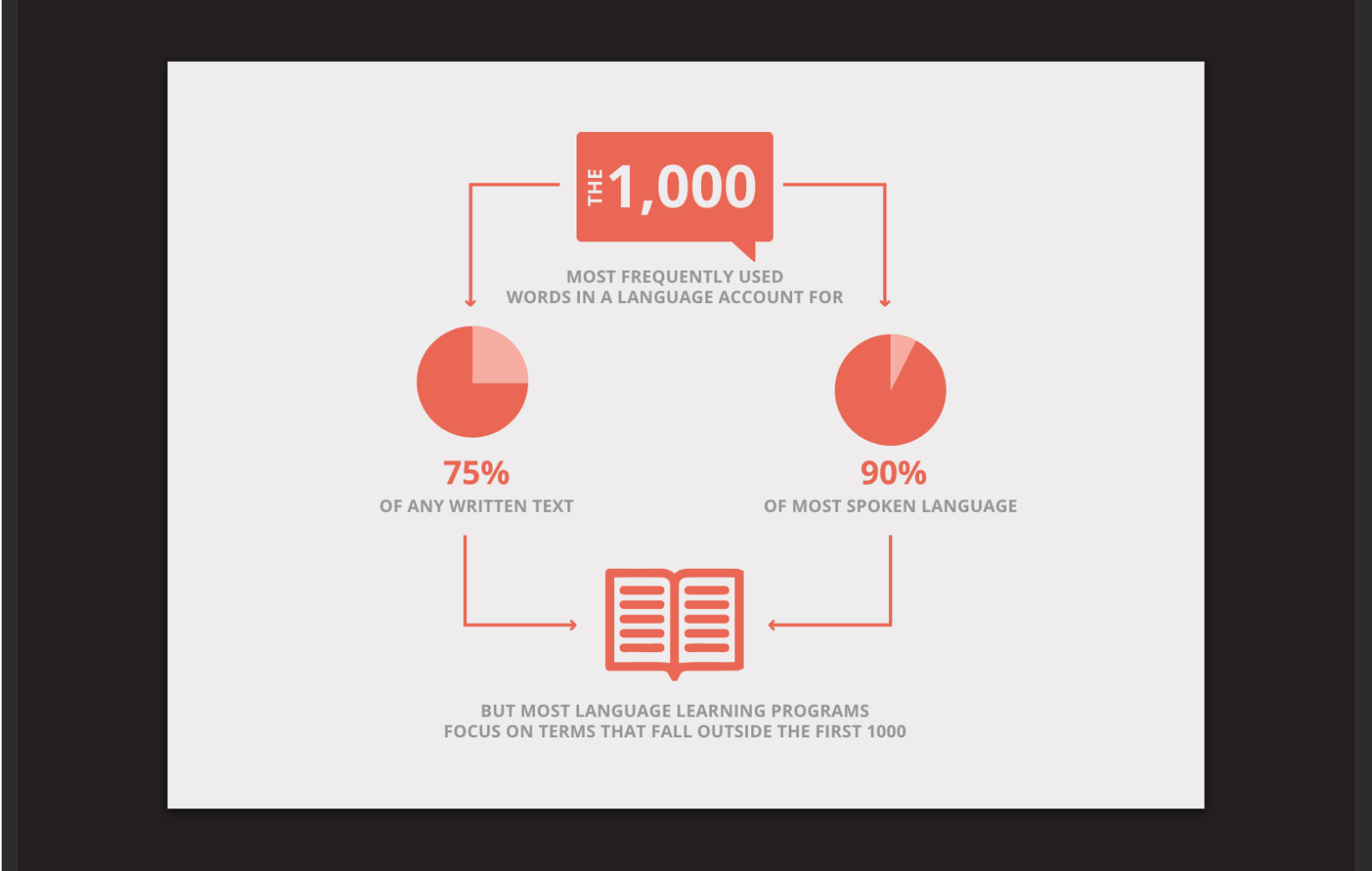
Ever find yourself in deep
need of a **speisekarte?**

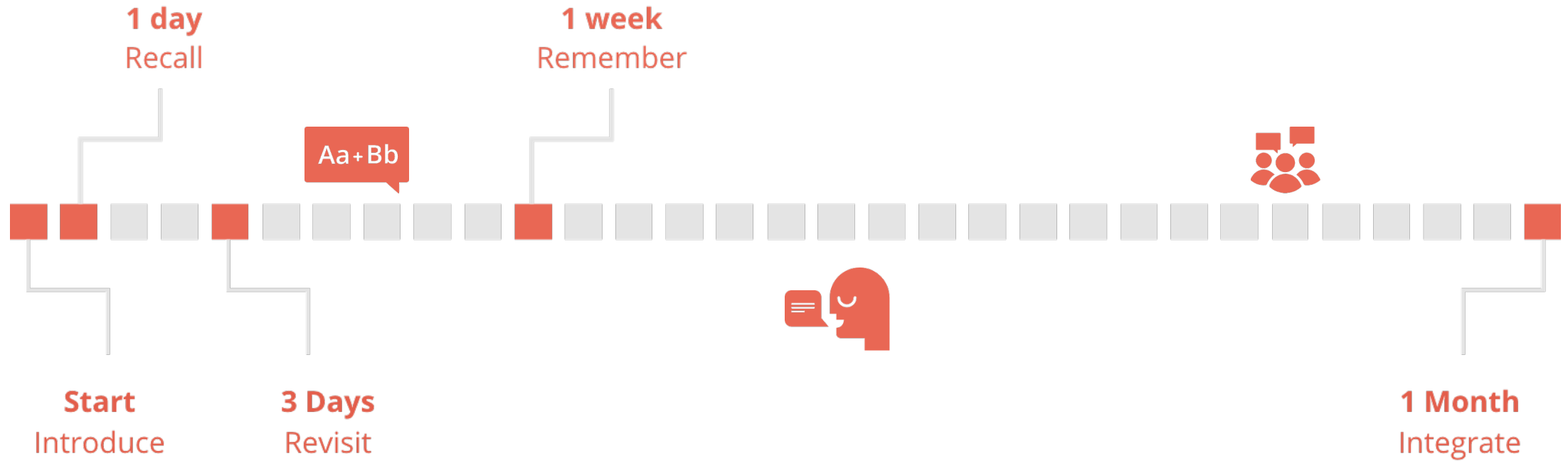


WE DIDN'T THINK SO.

Content strategy

The 1,000 most frequently used terms in a language account for up to 75% of almost any text. Yet the most frequently used textbooks incorporate significant quantities of words that fall far outside these common use terms. This leaves students with vocabulary they are unable to apply in real life.





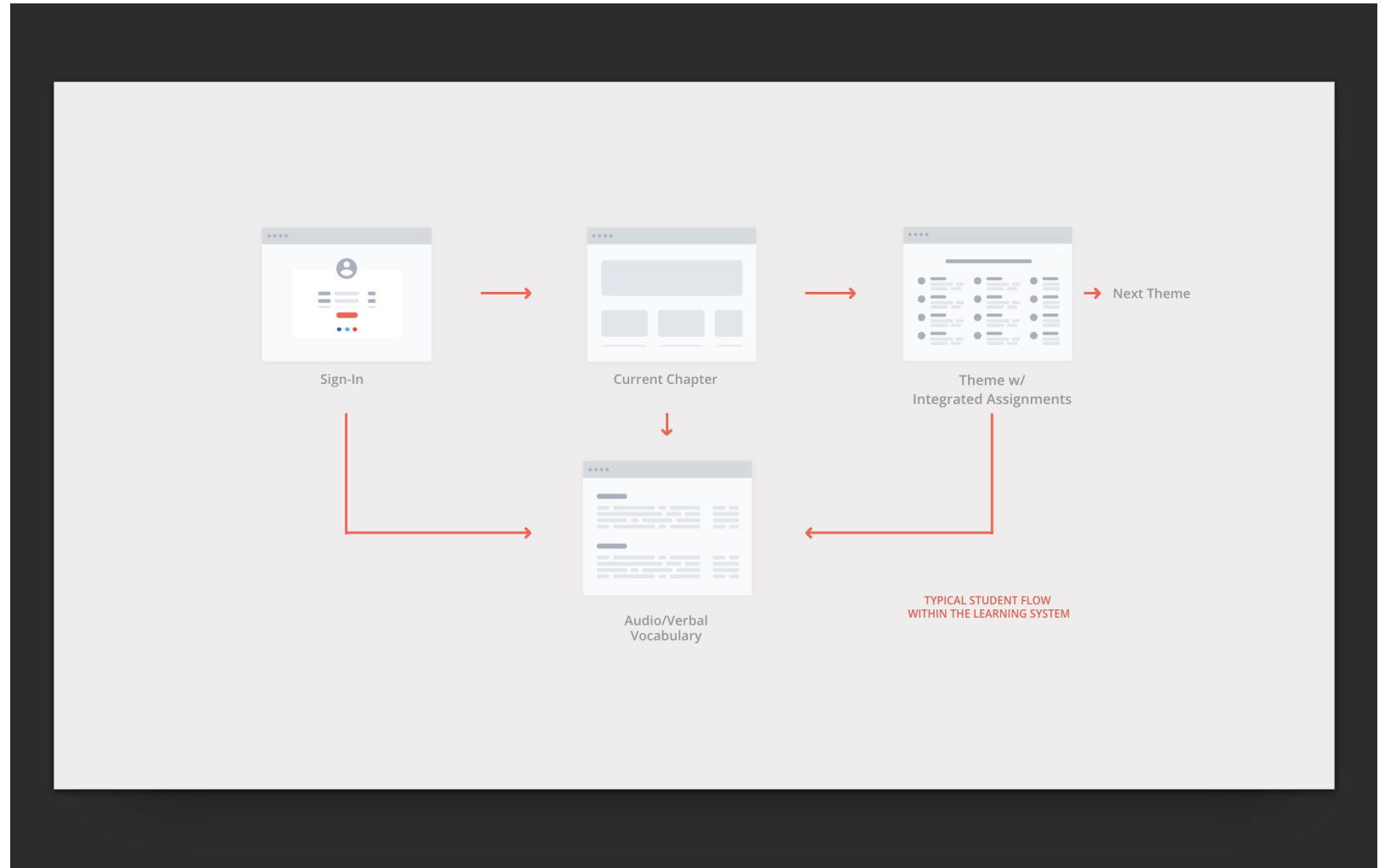
Content intervals

Based on research into the way languages are learned. Vocabulary and key grammatical are revisited at regular, graduated intervals once they are first introduced.

++

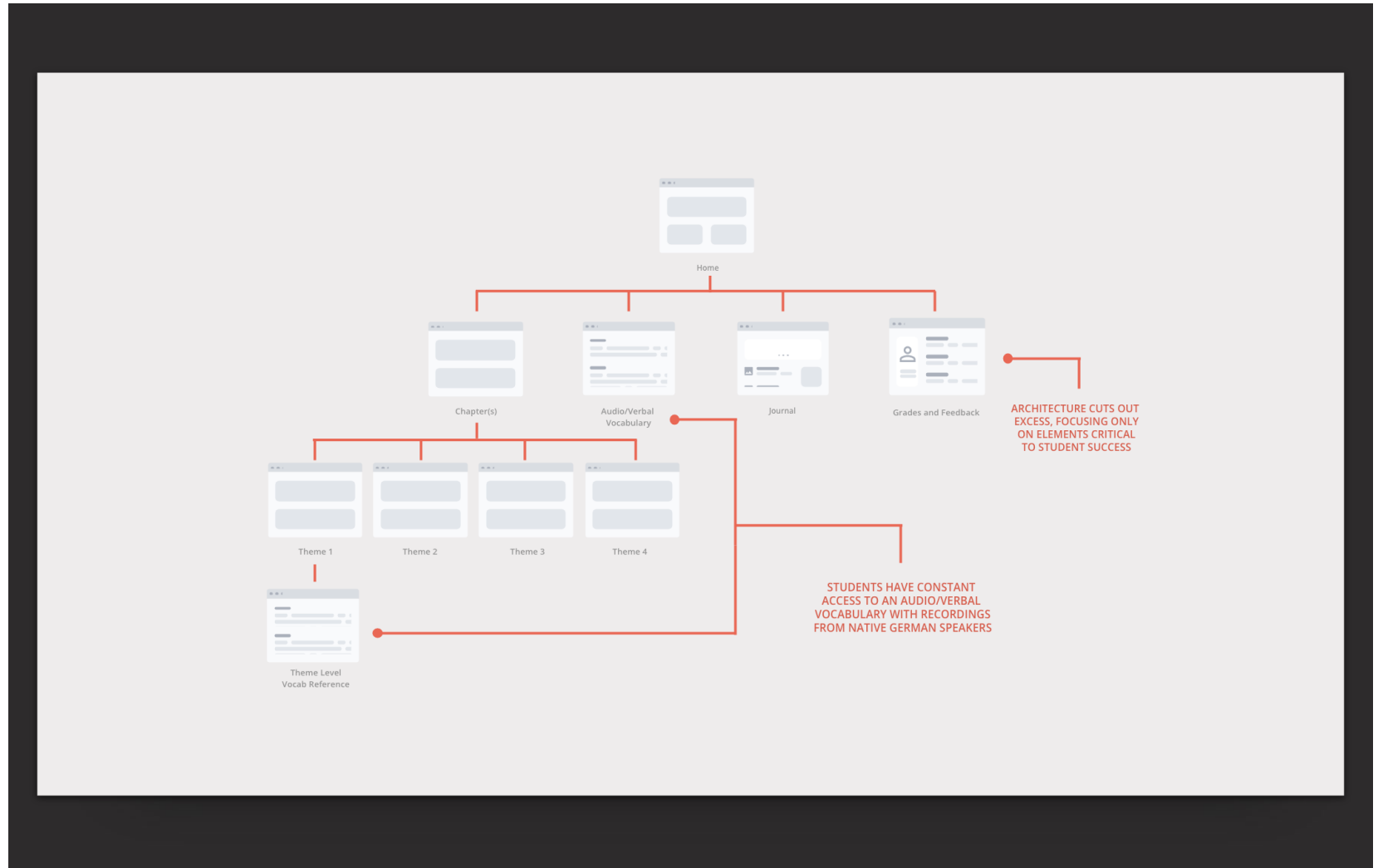
Wire flow

This simple diagram outlines the typical interactions a student has with the platform during a session. Integrating the assignments and course content (rather than placing them in separate sections) allowed for an incredibly simple user experience.



Architecture

The overall site architecture is similarly simple with dedicated chapters of content. Each chapter has four themes. There is a site-wide vocabulary reference and also a reference dedicated to the individual themes. Students can navigate to any other part of the site within two clicks.



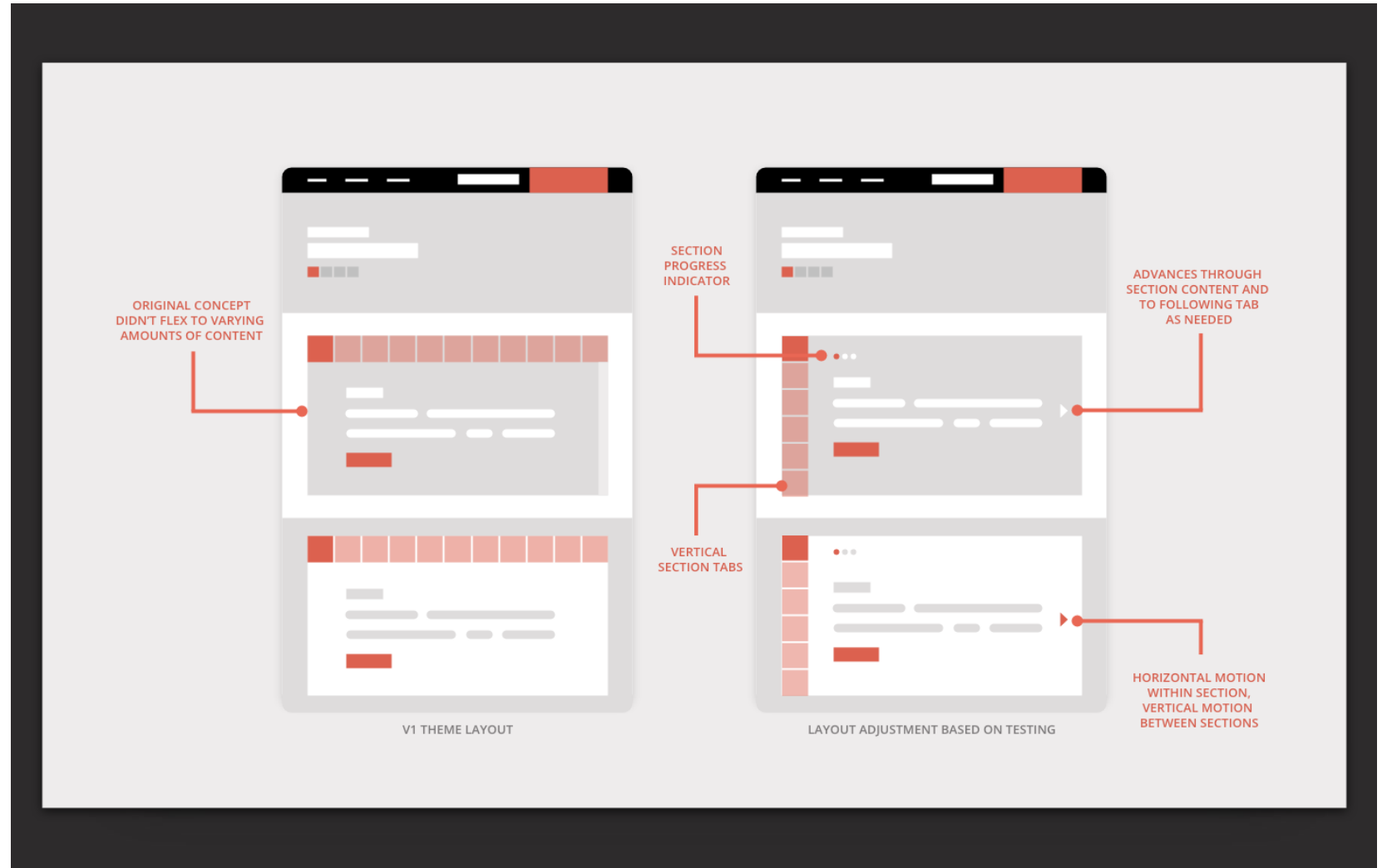
Mid-fi wireframe

Core content structure and site layout was determined via the creation of mid-fidelity wireframes that gave a sense of content structure and also overall visual impact.



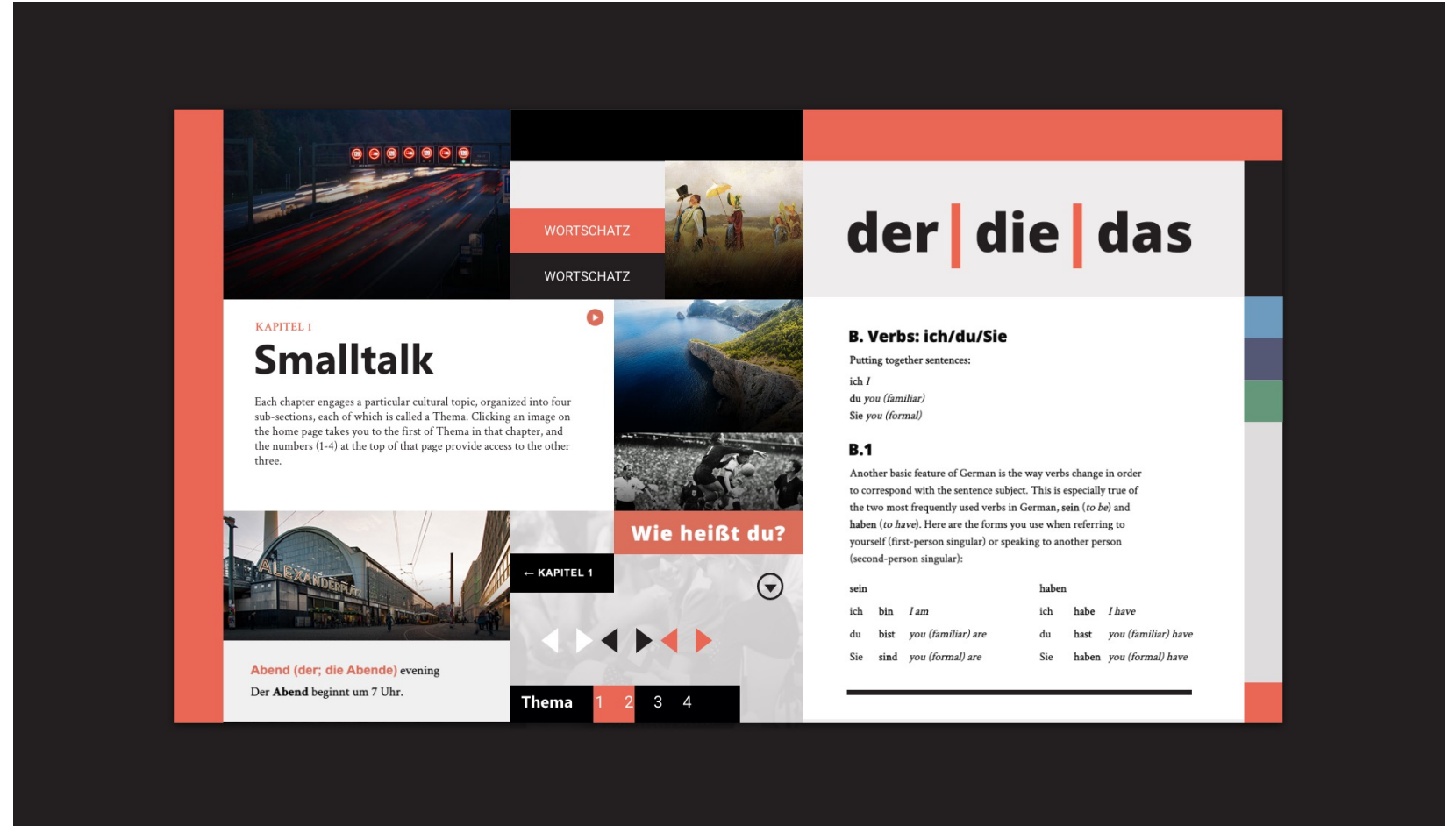
Chapter structure

Chapters include a hero banner with access links to each of the chapter's themes. Each theme includes a "Strukturen" section introducing structure and concepts and an "Interaktionen" section which invites users to interact with new terms and grammar in real-life examples.



Style tile

A style tile was used to refine the visual voice/branding of the der | die | das project. I used an “open web” approach to UI that reflects the fluid nature of websites.



Chapter example

A chapter on sports—a well-loved piece of German culture—includes four separate themes. Theme pages each had a color code, providing users a quick way to recognize which theme they are in. Theme 3 in every chapter is always green.



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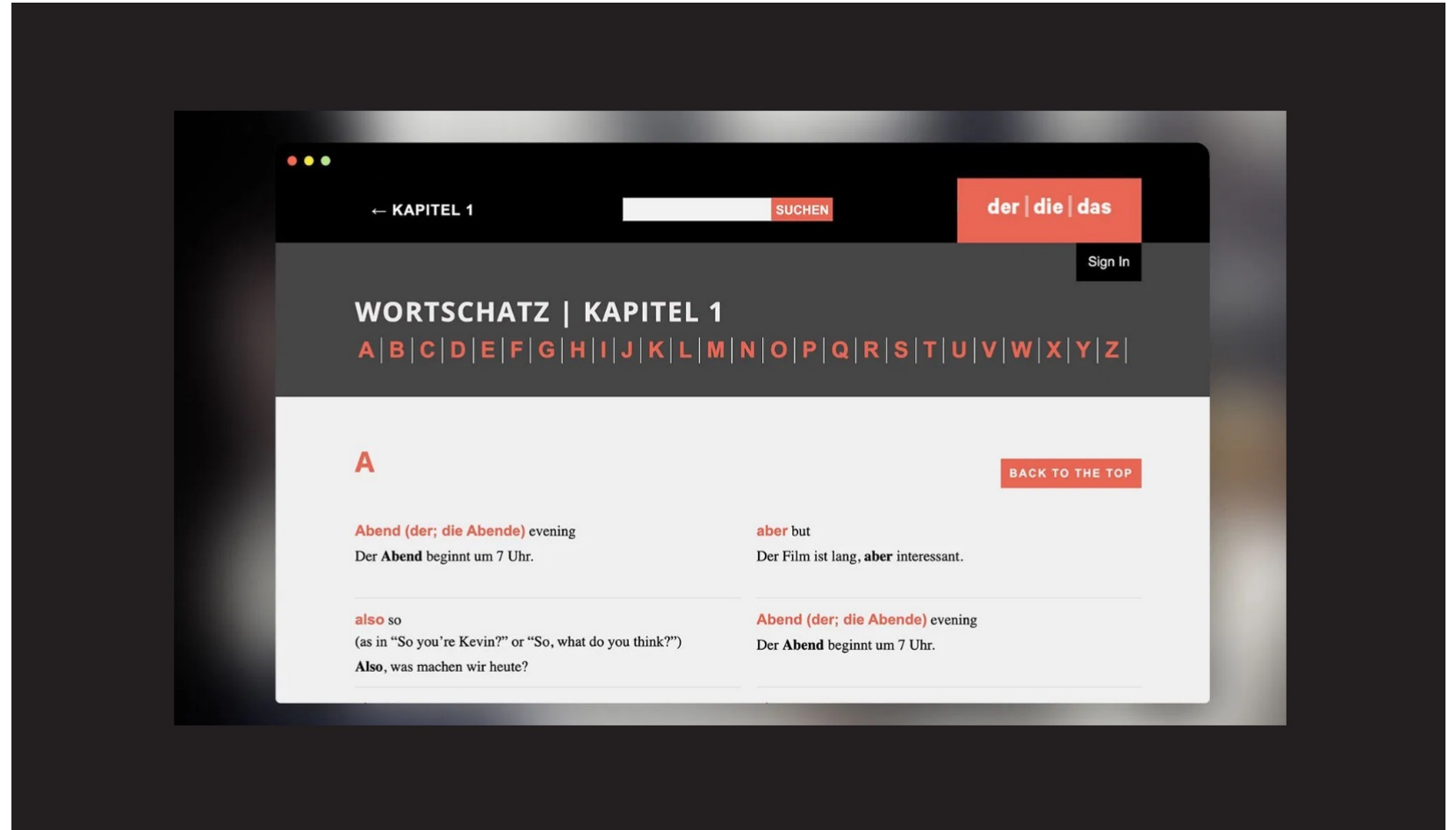
Theme details

Upon clicking into a chapter, users are given focused access to their most critical pieces of content. They can jump between themes, choose a different chapter ('Inhalt') gain access to chapter level vocabulary ('wortschatz') or view vocabulary specifically connected to the interactive section.



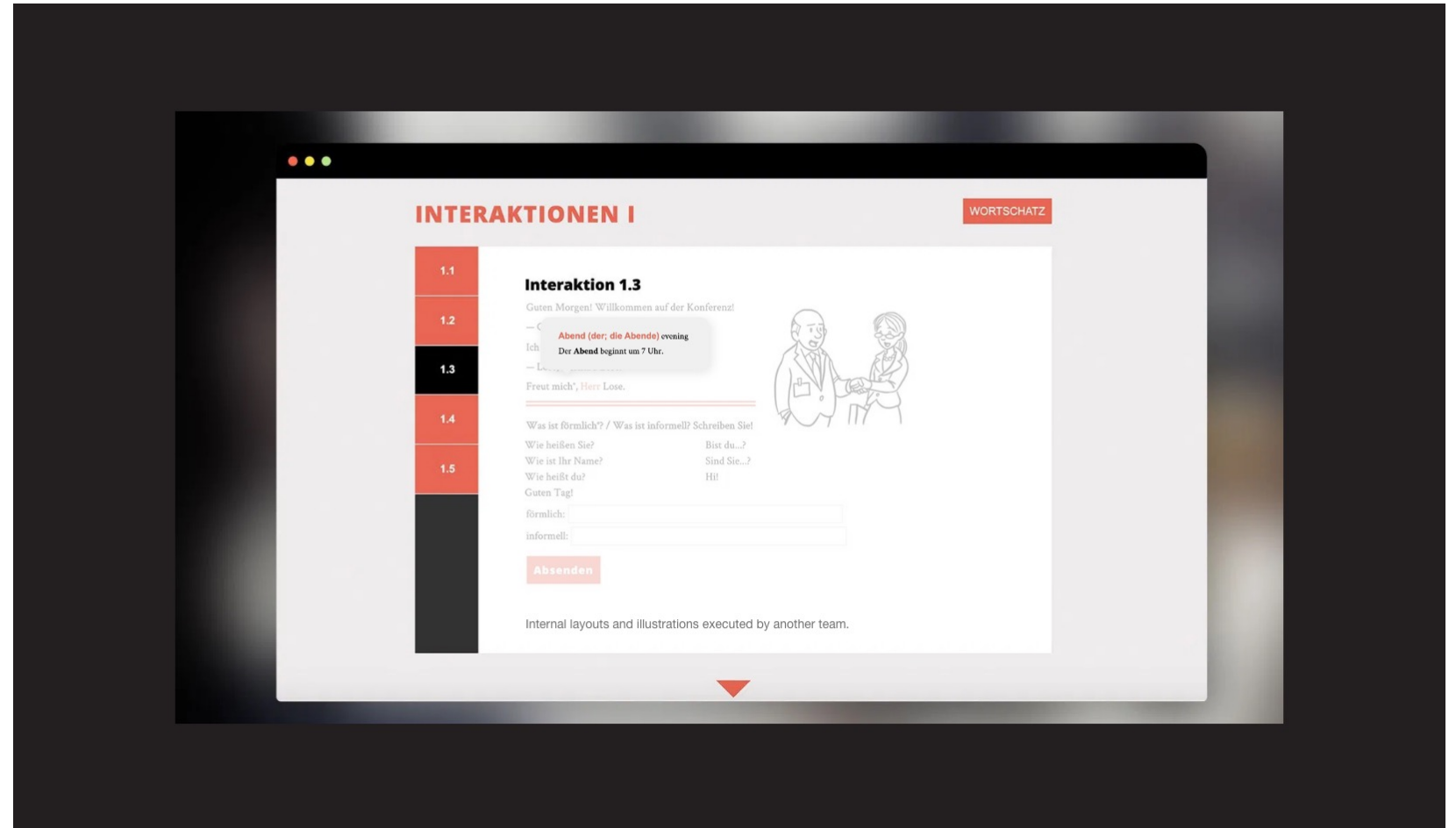
Vocabulary

The vocabulary pages are organized alphabetically. Each term, when clicked on, plays a recording of a native speaker pronouncing the term and then repeating it more slowly.



Tool tips

When a new word is introduced, a tool tip that draws from the vocabulary is visible when a user hovers (or focuses) over the term.



Page focus

Header images on the pages feature subtle compositional choices designed to increase user attention.

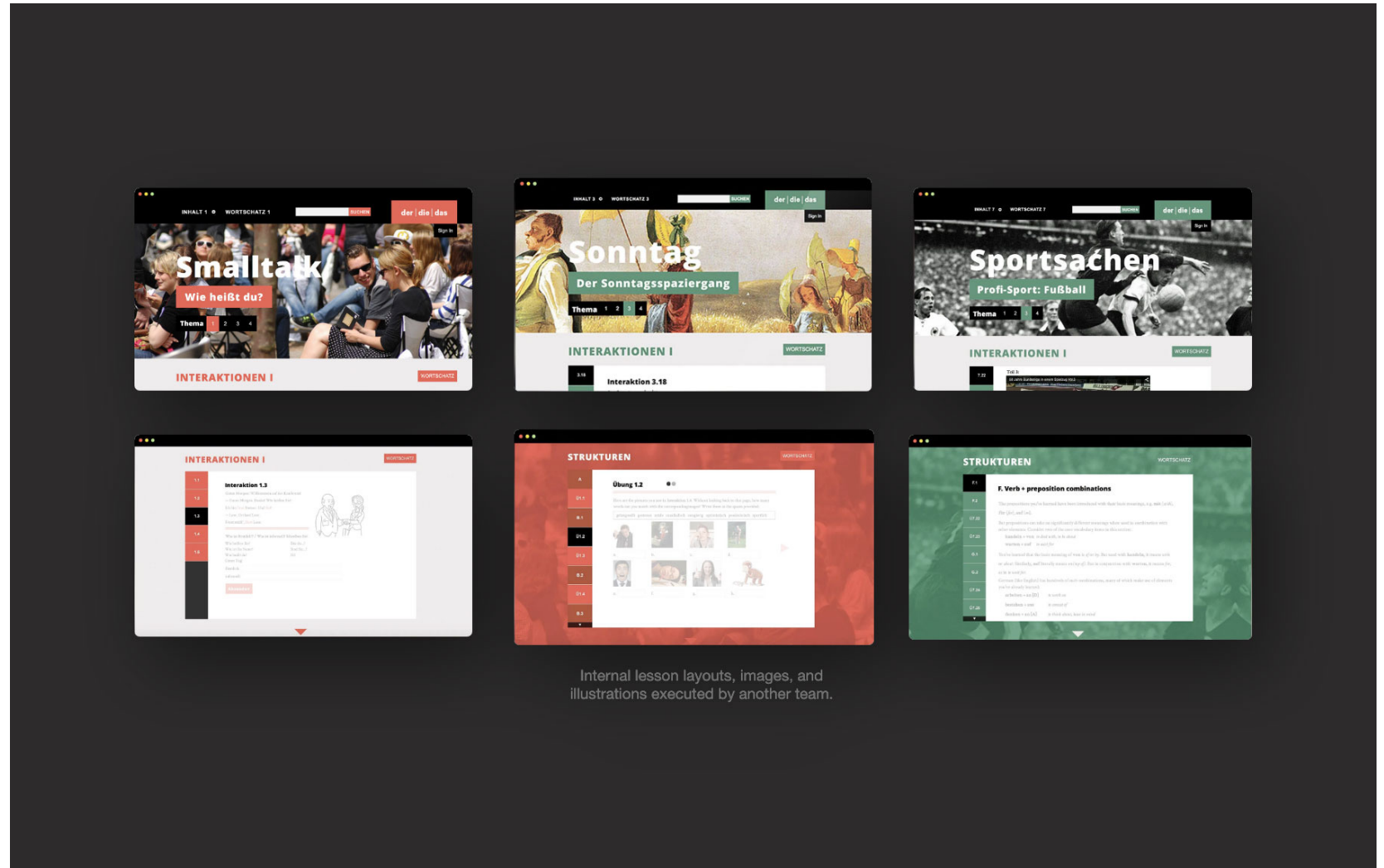


Page updates through use
User tests revealed the need to shift content flow and make small adjustments to the overall structure on the pages.

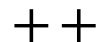


A living content experience

The use of common terminology and an online platform led to learning experiences that encouraged students to practice their language work by visiting German sites, watching German videos, and listening to recordings from native speakers.



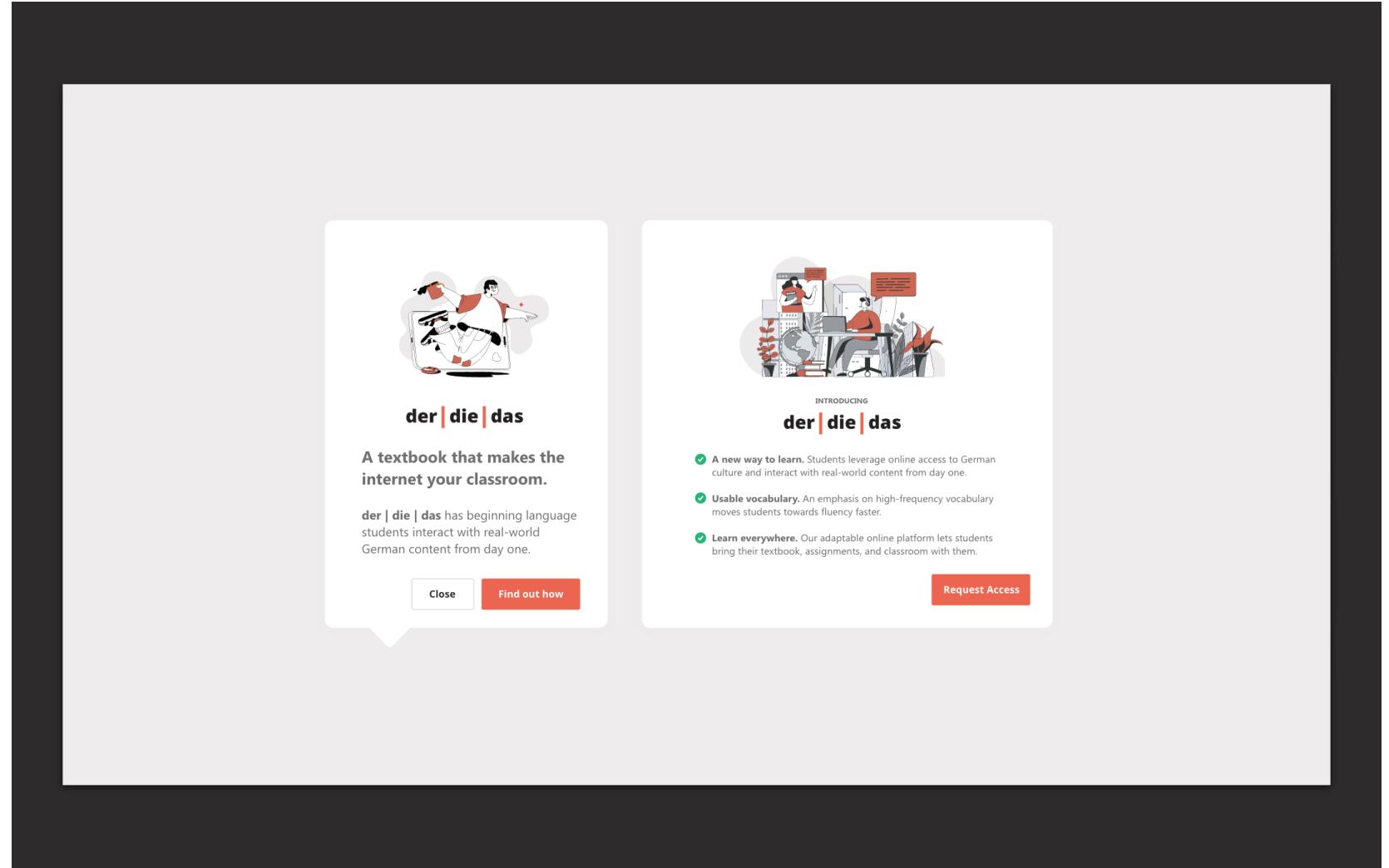
Internal lesson layouts, images, and illustrations executed by another team.



Lead people to the detail

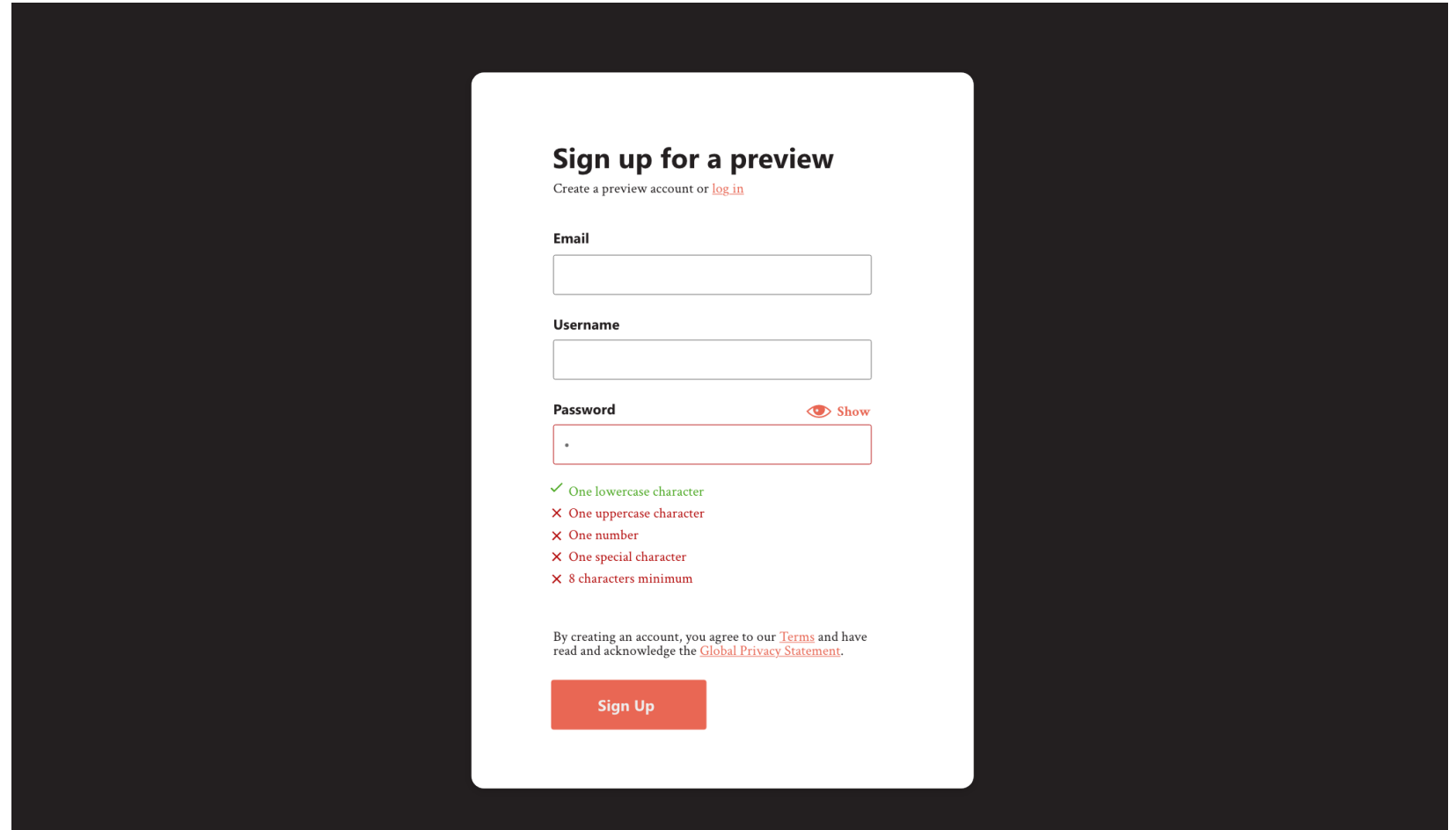
Introductions are tricky. There's a lot to communicate. Connecting with the goals of the audience and focusing on the benefit a product brings let us spark curiosity before going into more detail.

Context: promo messaging integrated into the app and website for a language learning conference.



Sign in

The only thing worse than filling out a form is the encountering an error while filling a form in. Helpful in-context messages provide clarity around requirements.



“As we started reading longer texts, I found that I was able to read these examples of actual German prose—regardless of which genre they came from—with increasing ease and retention. Even during the Fall semester, I found that I was able to read articles from Der Spiegel, Die Süddeutsche Zeitung, or other major German newspapers without having to consult the dictionary for every sentence.”

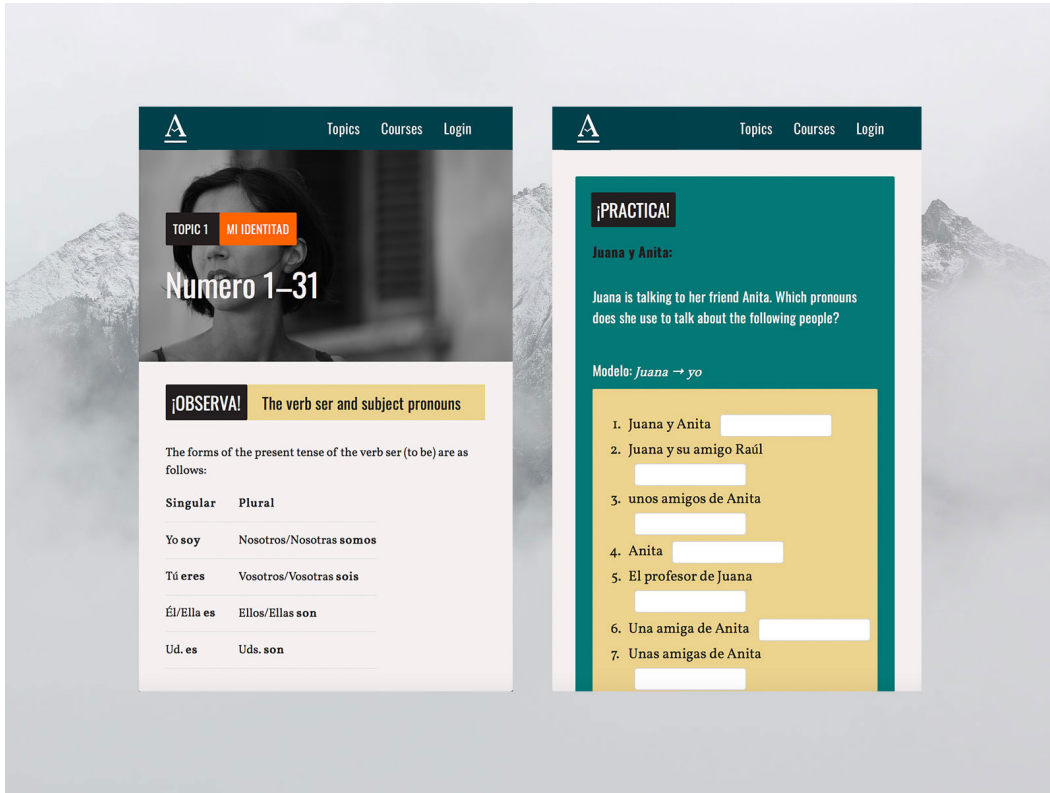
Student Feedback after one term using der | die | das

15%

Increase on comprehension scores in its pilot year

16

Ivy League schools and tier 1 language learning programs have since adopted the platform



Blue Stream

The Blue Stream Fiber project brought together four separate websites produced by three separate business units under one URL, requiring intensive content planning and organization as well as development of a unified brand voice.

My Role

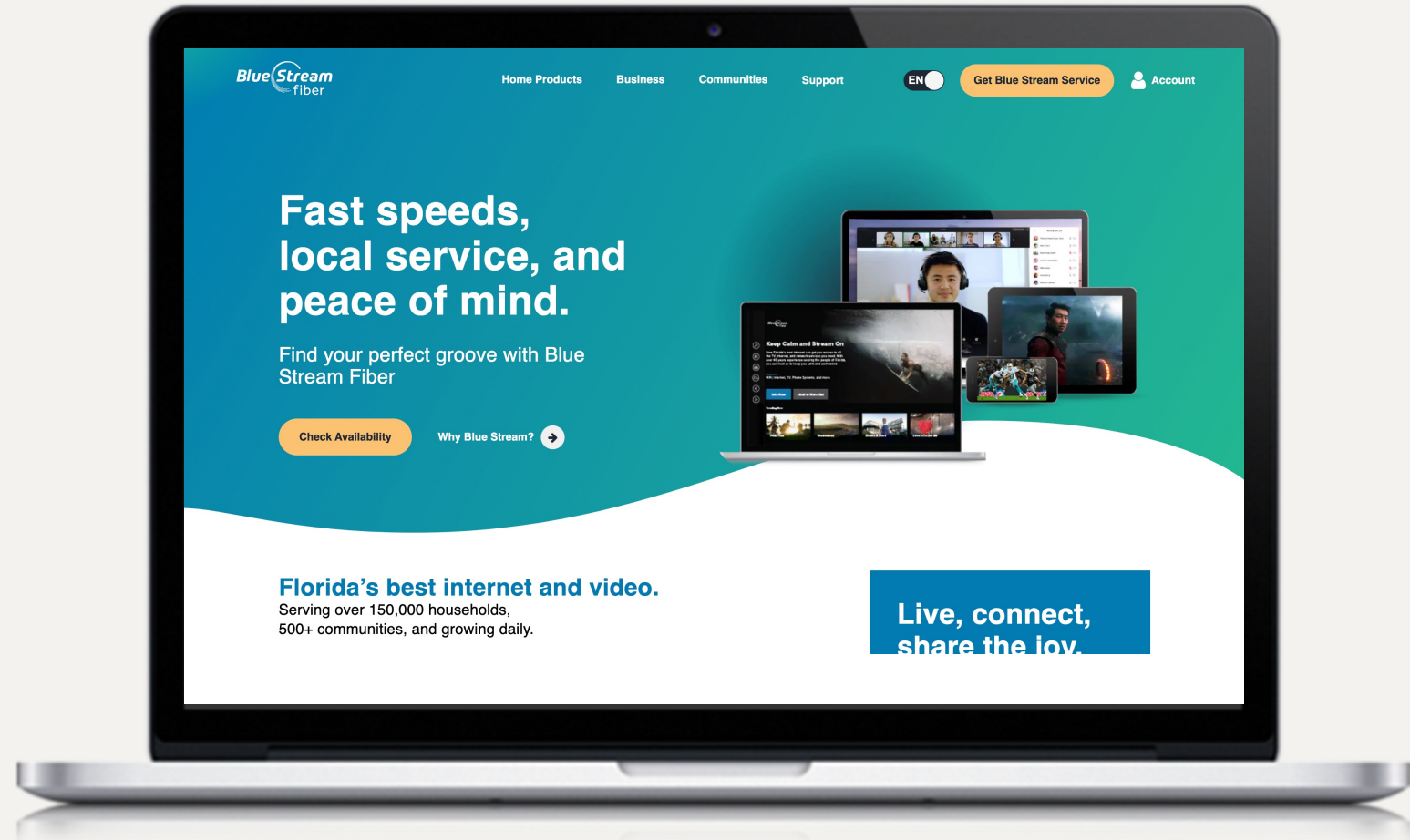
Content design

UX/UI design

Information architecture

Brand voice

++



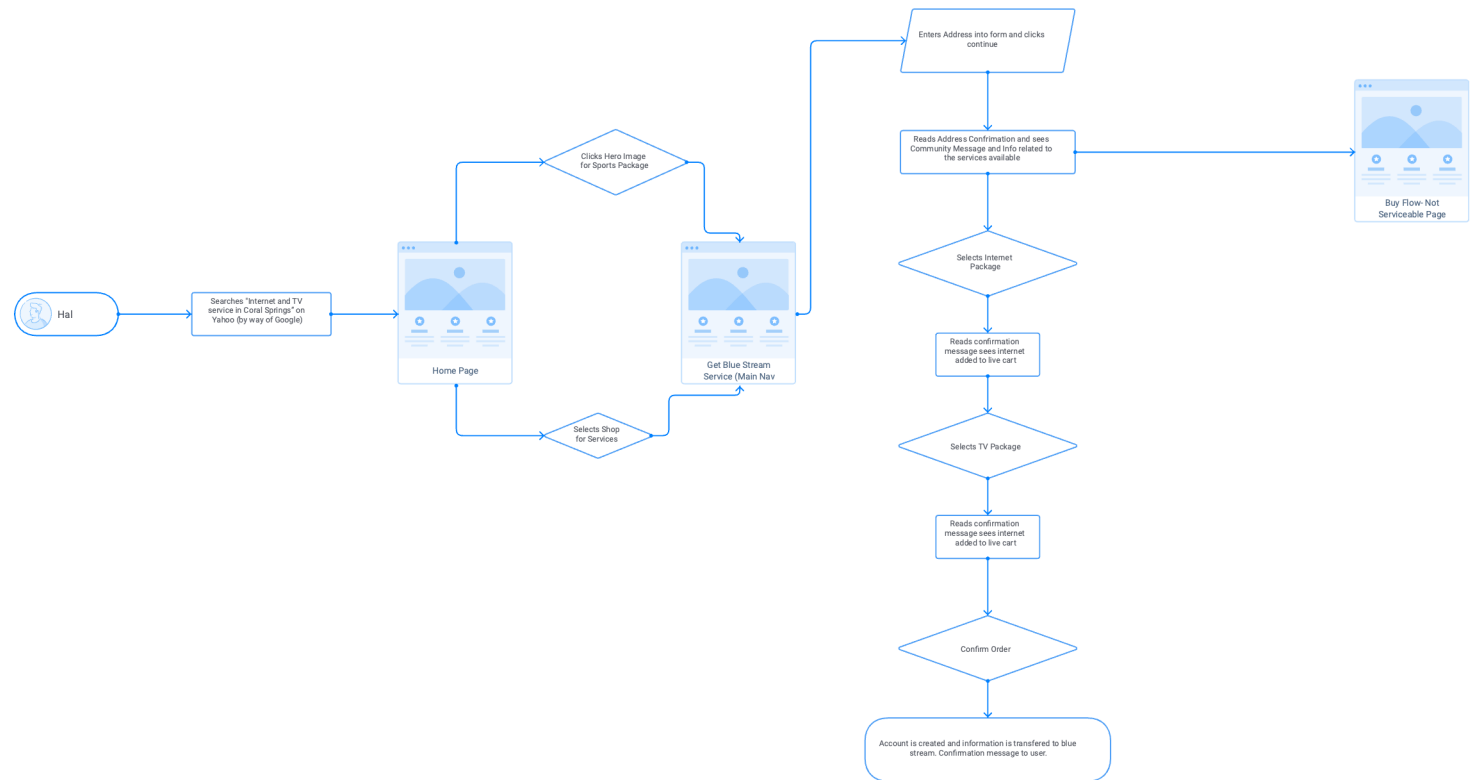
User flows

User research led to the creation of three user personas with distinct motivations.

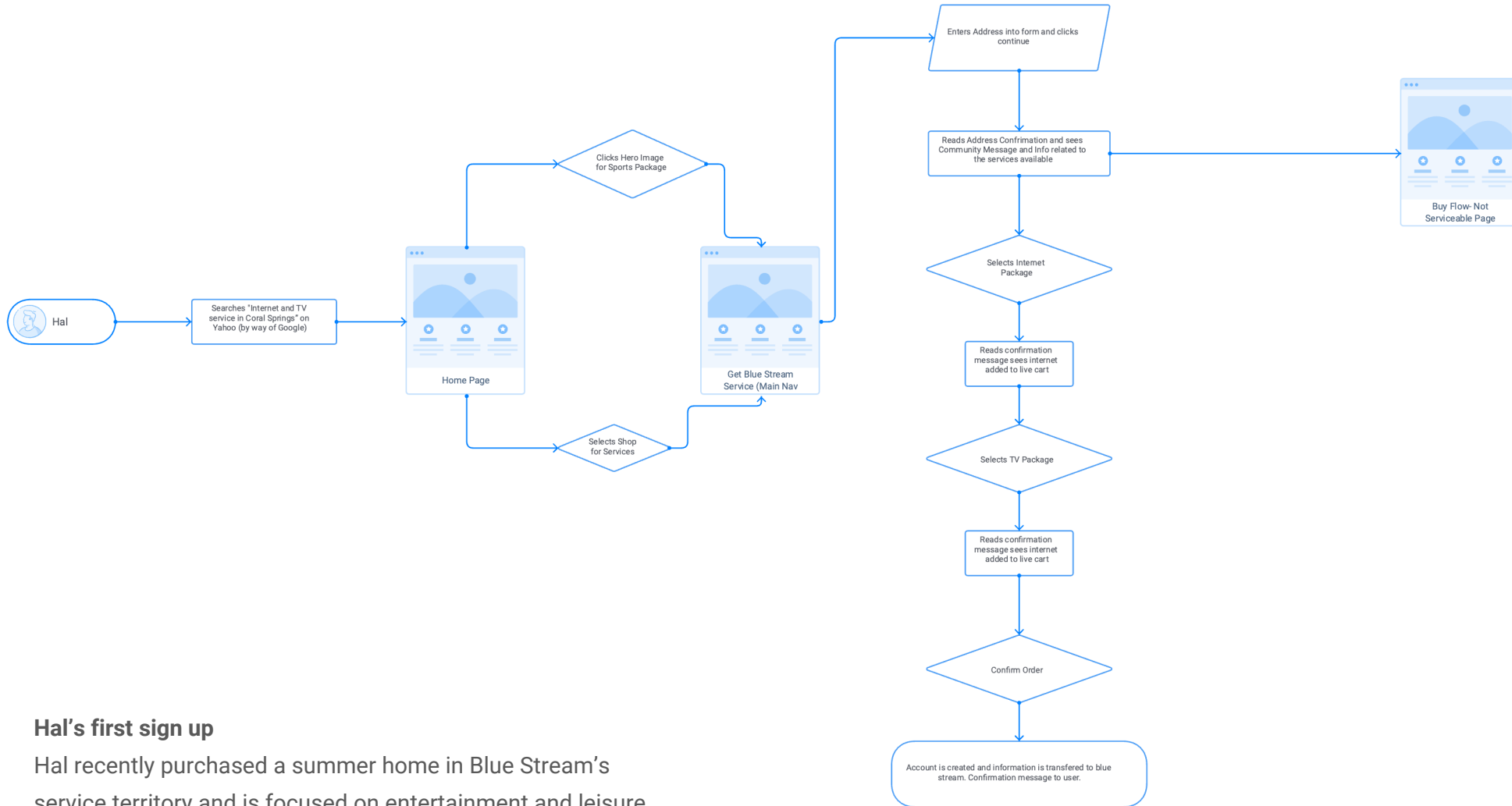
Hal — a retired snowbird who’s second home is in Florida.

Vanessa — an elder millennial with family in Cuba who’s workplace in Orlando just went fully remote.

Mike — a residential developer from Florida who oversees apartment and condo builds.



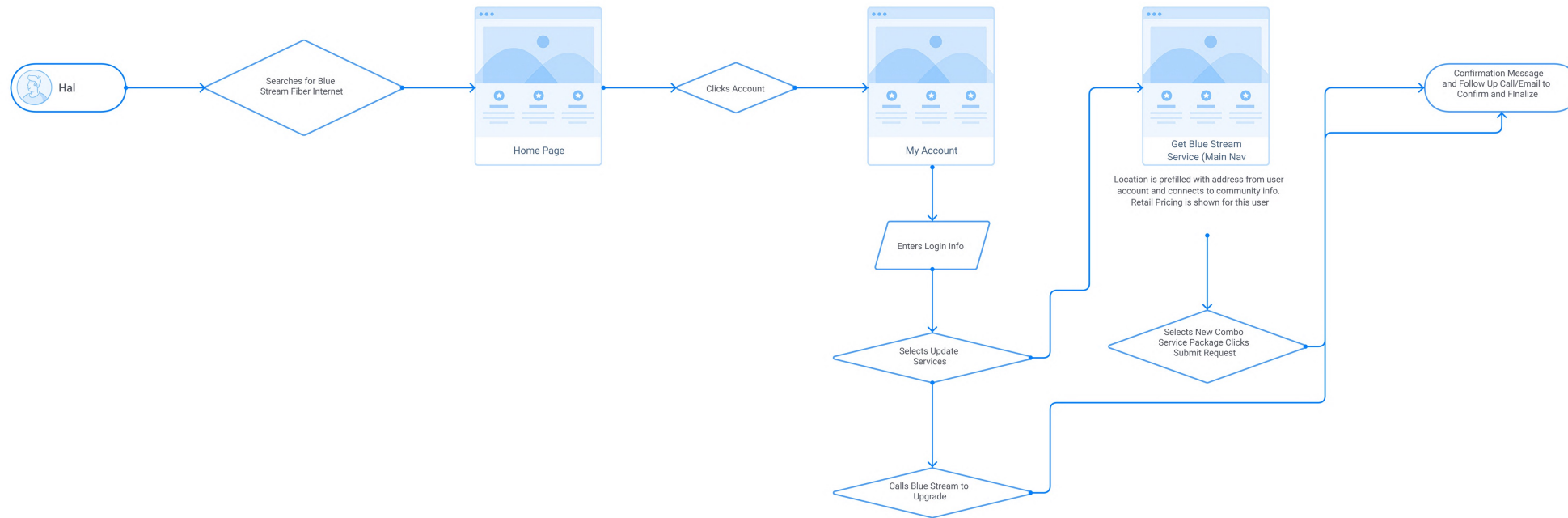
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Hal's first sign up

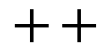
Hal recently purchased a summer home in Blue Stream's service territory and is focused on entertainment and leisure.

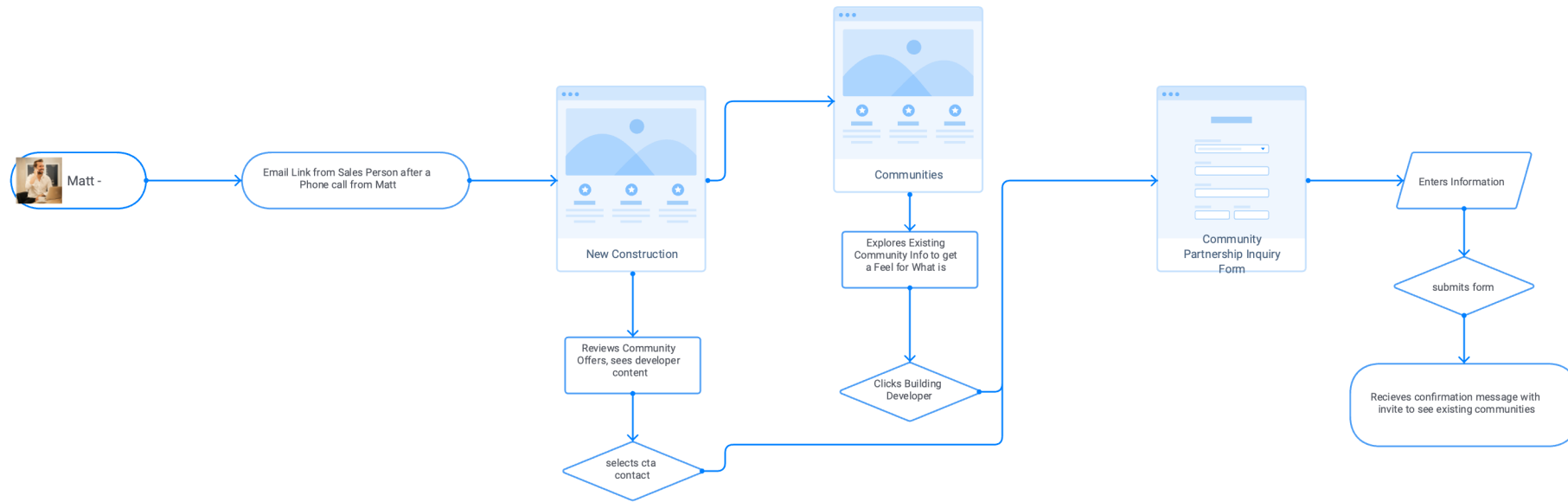




Hal's upgrade

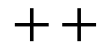
Hal's partner is still working and wants a stronger connection to support remote work prompting Hal to upgrade his service.

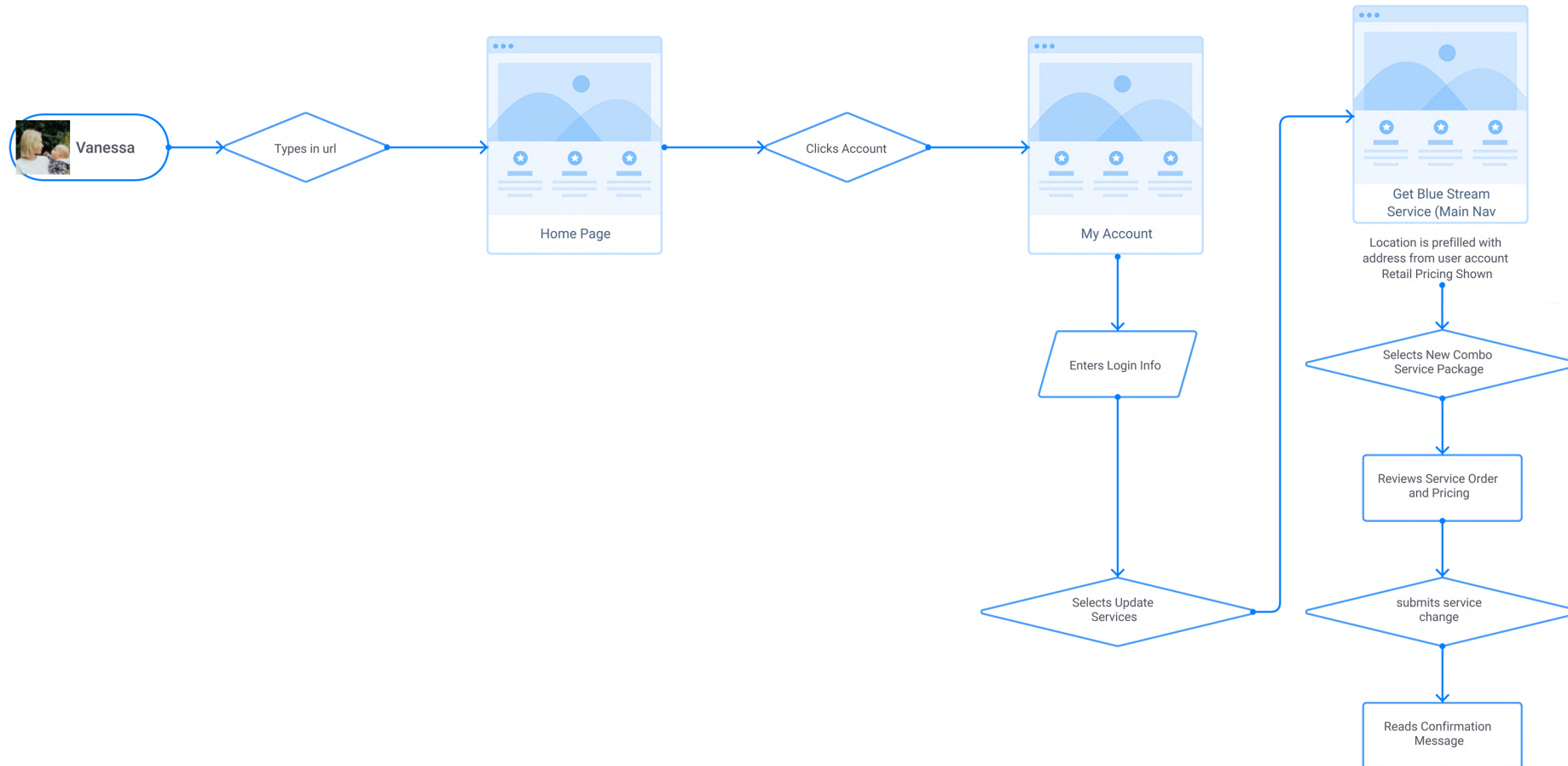




Mike's journey

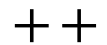
Mike is a stressed-out condo developer looking to up the value of his residences by integrating fiber internet service.





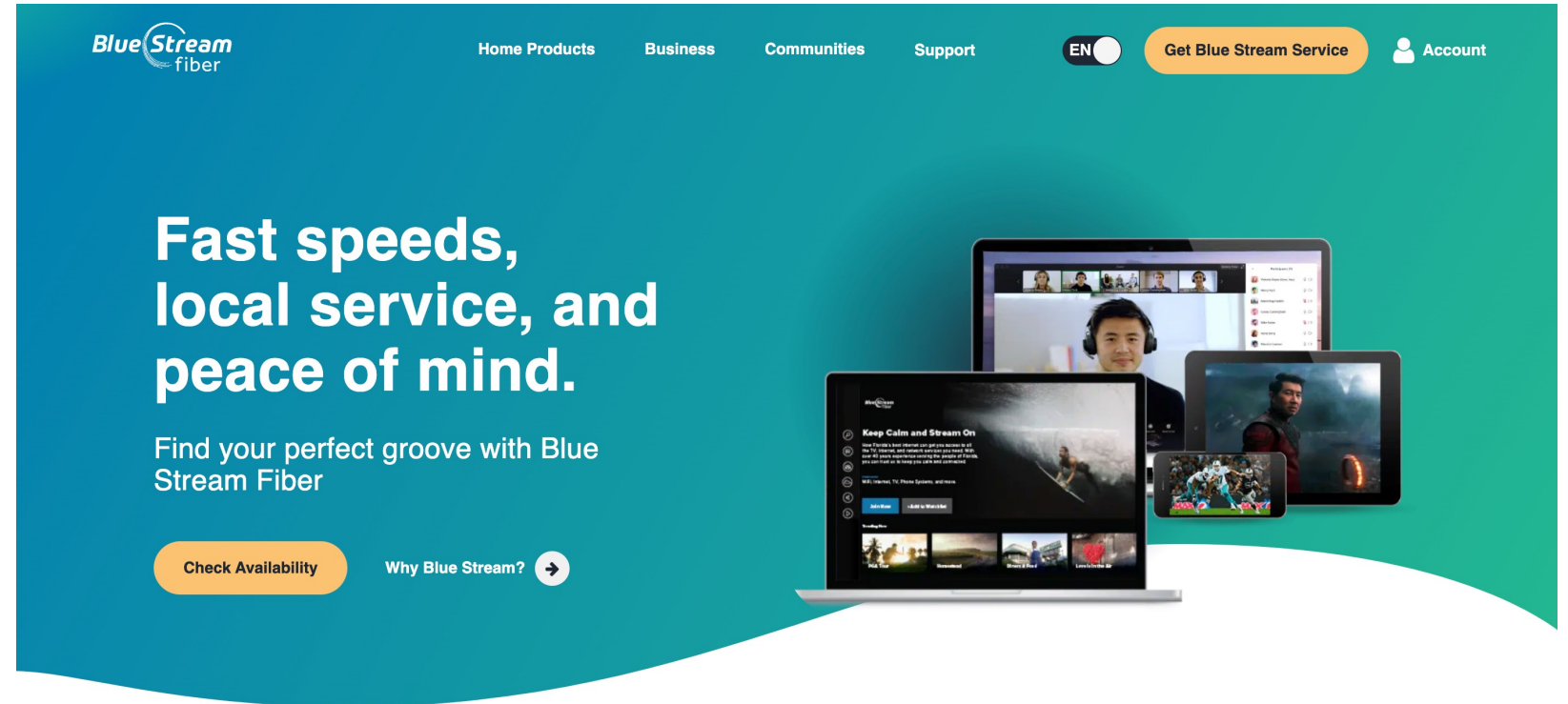
Vanessa's service update

Vanessa is a tech savvy user who needs to upgrade her service for to accommodate her new remote job.



Jump in the stream

Blue Stream's new site helped define their voice and vibe. The calm waves, fluid layouts, and copy reinforcing the feeling of relief that they offer their customers through their service.



Florida's best internet and video.

Serving over 150,000 households, 500+ communities, and growing daily.

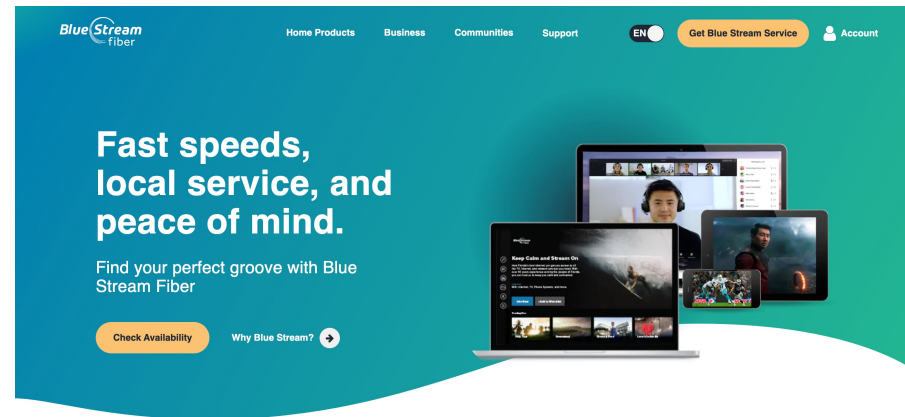
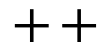
Live, connect, share the joy.

We're a trusted Florida telecommunications provider with over 45 years of experience.

Bilingual design

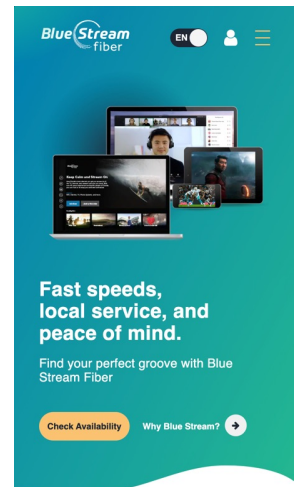
Florida's robust Spanish-speaking community prompted the creation of a site that feels as natural in Spanish as it does in English.

A Spanish/English toggle is present but the site also auto-detects language settings from visiting users to provide a welcoming first impact. Localization tools and base term sets helped accurately and efficiently translate the site.



Florida's best internet and video.
Serving over 150,000 households,
500+ communities, and growing daily.

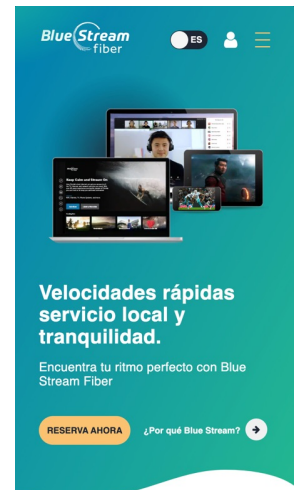
**Live, connect,
share the joy.**



Florida's best internet and video.
Servicio a más de 150.000 hogares.



El mejor Internet y video de Florida.

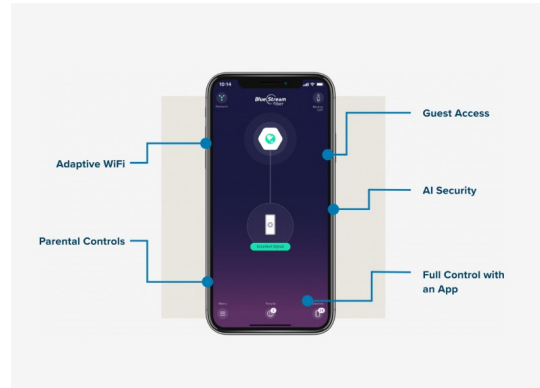


El mejor Internet y video de Florida.
Sirviendo a más de 150.000 hogares.

Speed up the scan

Blue Stream Fiber’s initial sites contained a near literal ton of copy—copy they were very committed to. I helped them simplify their content by converting paragraphs into simple icons with headings, significantly reducing the amount of copy.




++



 I'm a developer looking to build Great! Let's partner	 Bulk services for my community We work with HOAs, COAs and more!
 Services for rental community We can get your tenants connected.	 Business services We build custom solutions for businesses

Blue Stream Fiber Guarantee

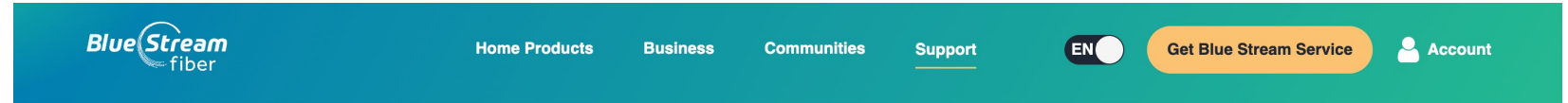
At Blue Stream Fiber, we understand that world-class products need to be coupled with unmatched support while launching a partnership. We have curated a process to ensure transition happens smoothly, equipped with seamless construction, easy installation, and enhanced support and service, all backed by the Blue Stream Fiber guarantee.

 Seamless construction	 Easy installation	 Enhanced support & service
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Connect Your Community with Blue Stream Fiber

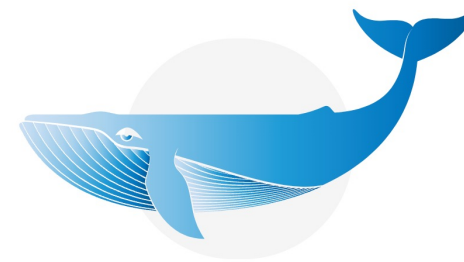
We're growing daily

 500+ communities	 150,000 homes	 385,000 people
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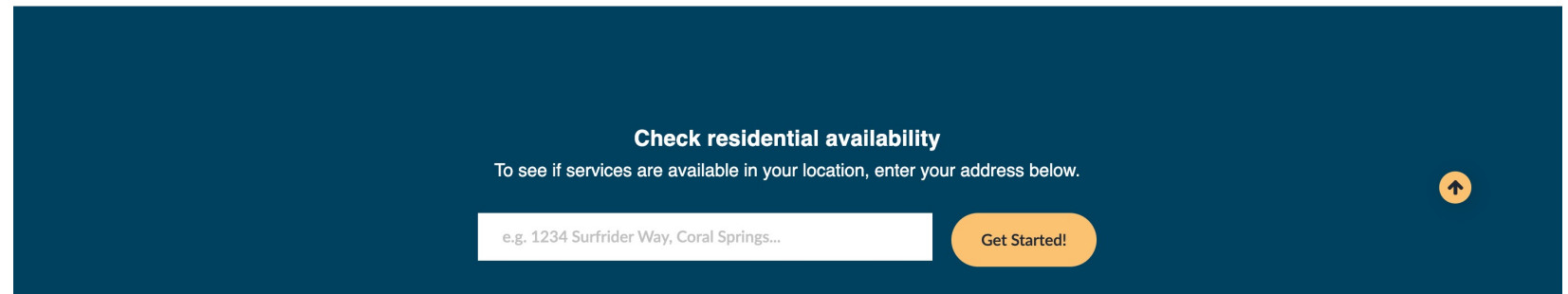


A splash of personality

Blue Stream’s brand is adamantly “ungoofy” but that doesn’t mean they have to be stodgy. Small moments of heightened personality help humanize their brand and increase its relatability.



Keep calm and stream on



++

Jade

Jade is on a mission to remind people that the internet should be fun. Their brand and website feature a bold, humorous voice that their subscribers recognize, laugh with, and love.

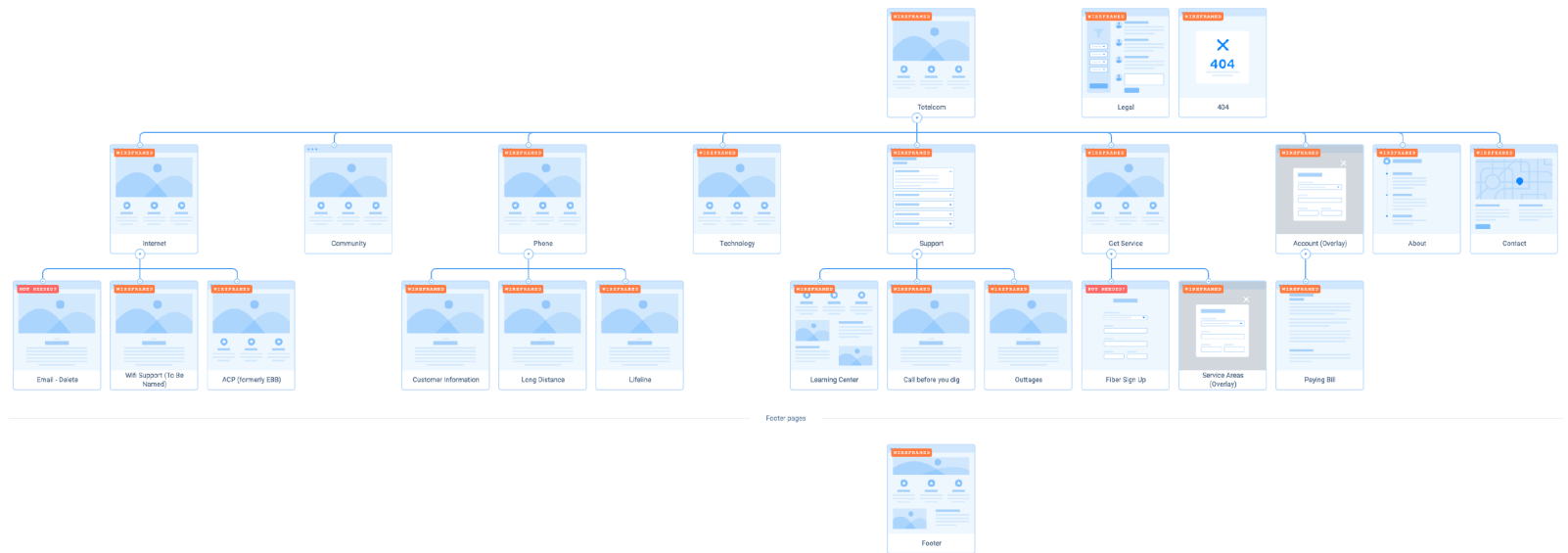
My Role
Content design
UX/UI design
Brand design

++



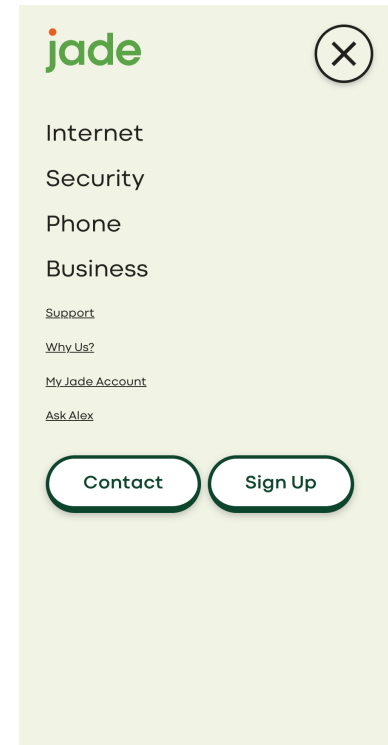
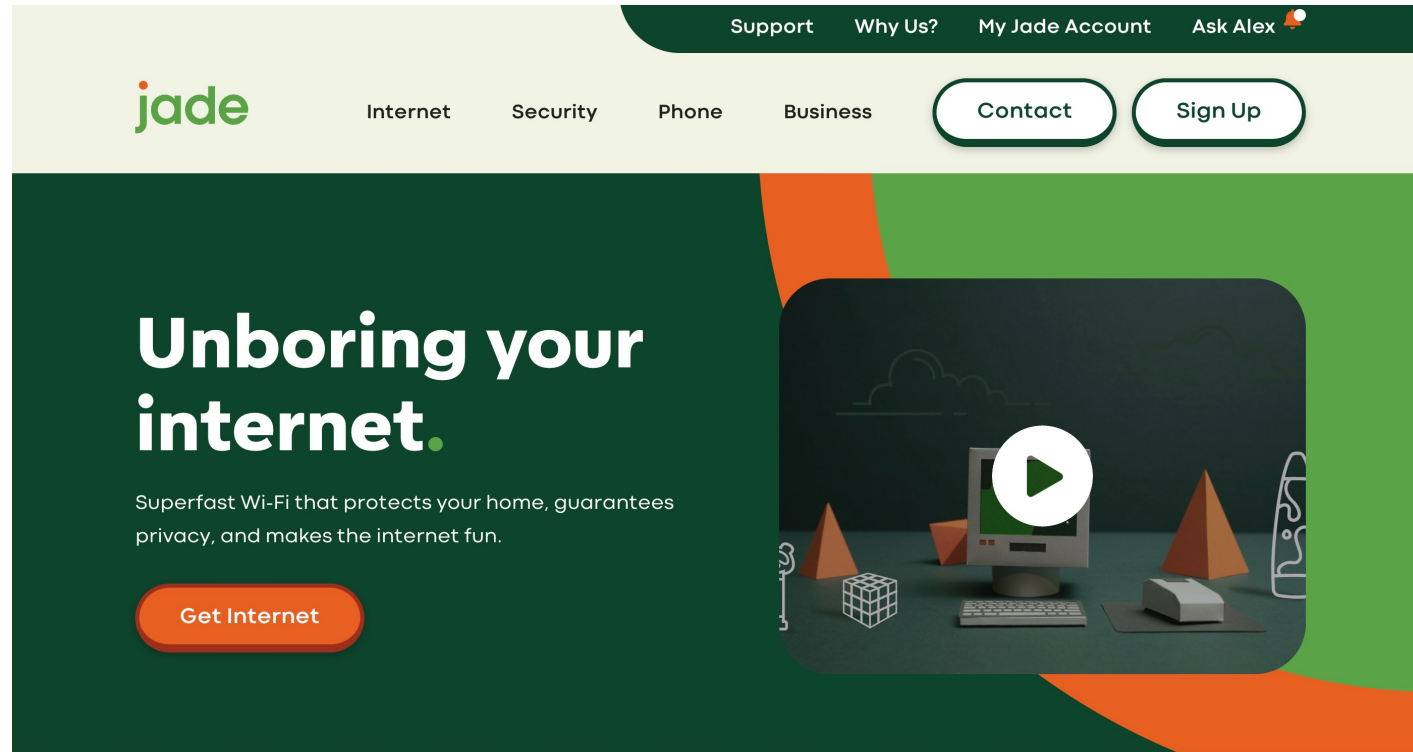
Architecture

Jade's big personality is balanced with thoughtful content organization—making it easy for users to find their way even with all the playful imagery and language.



Fun is simple

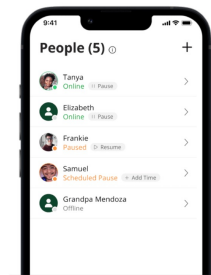
For Jade’s users, making the internet fun also means making things easier to find. While playful imagery abounds. Clear page sections and obvious menu items create a better experience.



A change in structure

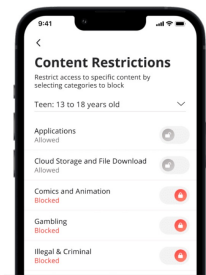
Many of Jade's existing pages were restructured to change the relationships between image and text, providing opportunities to increase user focus while also enriching communication.

With Click, Parents Can:



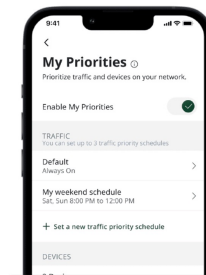
Manage Screen Time

Create balance with offline and online schedules to maintain a healthy home.



Filter Websites, Apps and More

Filter out harmful content and get notified of any attempts to reach blocked content.



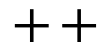
Prioritize Bandwidth

Spotlight the devices and internet activities that matter most in your home.

Before



After



Brandon Waybright

Decidedly non-technical

Rather than trying to teach the inner workings of their tools, Jade's content steadfastly focuses on how people can use and benefit from their technology.

++

The Very Businessy Wi-Fi App

It's a lot like our Wi-Fi App, but it wears a tie M-F.

Download the App

Filter Sites, Apps, and More

Manage Screen Time

Prioritize Access

Gain Insight

Stop Threats

Keep the Internet Safe



RECOMMENDED



INTERNET

Wi-Fi for Streamers

\$80/MO

All the internet you need. From video streaming to working from home, life is but a stream!

Get Started

RECOMMENDED



SECURITY

Whole Home Haven

\$65/MO

See your entire home on your phone. Now you can rest easy.

Get Started

RECOMMENDED



PHONE

Home Phone

\$25/MO

Crystal-clear voice calling brought to you over our fiber network.

Get Started

Brandon Waybright

Easy to grasp packages

Rather than talking gig speeds and data details, Jade's internet packages are built around simple descriptions of different types of businesses, making it easy for visitors to identify what package fits their business.

++

Jade's Got Services.

Purveyors of the worry-free and wonderful.



Internet

Enjoy Jade's "Buffer Free" Zone.

[Learn More](#)



Security

Secure your home with Wi-Fi enabled security cameras.

[Learn More](#)



Phone

Connect with your loved ones.

[Learn More](#)



Click

Take complete control of your Wi-Fi.

[Learn More](#)

[Take me back →](#)

Internet & Data Plans



Enterprise

\$ **500** /MO

You work for a large organization with one or more locations requiring maximum bandwidth

Gigabit Speeds

[Sign Up Now](#)



Business

\$ **90** /MO

Your business has a storefront where employees and (sometimes) customers use the Wi-Fi

Includes Premium Wi-Fi Service

[Sign Up Now](#)



Small Business

\$ **70** /MO

You run a small business with 2-5 devices connected to the Wi-Fi

Includes Premium Wi-Fi Service










[Sign Up Now](#)


Brandon Waybright

Personality pays off

Upon launch, multiple people reacted to the voicing, noticing even minute moments in the copy. Turns out that making things fun to read leads people to read more.




- 
Edward Marx · 2nd
 CEO | Author | Advisor | Boards | TeamUSA | Speaker | Veteran | Alpini...
 Loved this. When do you expand to Texas???
 Like · 1 | Reply
- 
Brian Loesch · 2nd
 Solutions Specialist, Intelligent Access EDGE at Calix
 Love it! Go Jade!
 Like | Reply
- 
Erik Hawkins · 2nd
 Marketer | Storyteller | Bridge Between Marketing and Sales
 Brilliantly done! One of the best service provider websites I've ever seen. 👍
 Like | Reply
- 
Zeke Hiott · 2nd
 Regional Strategic Sales Leader
 They've done it again! Nice job, gents. I'm a fan of the mission statement...looking forward to getting a "guided tour" of the new site in Vegas!!
 Like · 2 | Reply
- 
Alexandra Harris (She/Her) · 3rd+
 Marketing | Business Development | Sales
 If an ISP had a fun website they'd stand out as memorable and it sure would help their brand recognition because we all know broadband can be a bit behind the times & strightlaced! Well done, team Jade!
 Like · 1 | Reply
- 
Jamie Wright (She/Her) · 2nd
 Customer Relations Supervisor at Valley TeleCom Group
 You hit the mark on fun 🥰 love it!
 Like · 3 | Reply
- 
Jeff Brown · 2nd
 Marketing / Strategy/ Business Development / Product Leader. I identi...
 I need to get me a pair of those 'business socks' [Josh Wehe](#)
 Like · 1 | Reply
- 
Paul Fouad · 2nd
 Business Transformation Leader | MBA | Lifelong Learner | Coach | Inn...
 Great branding and easy navigation!
 Like · 1 | Reply
- 
Stephanie Ford (She/Her) · 2nd
 High Energy Sales leader. Team builder, Story Teller. Broadband and ...
 So FUN! See you in Vegas!
 Like · 1 | Reply




**Get a land line.
Be the envy of the neighborhood.**

Nothing says cool like a land line, and we know, we checked with all the hipsters up in Denver.



**Internet
Everywhere**

Call it the Roy Kent of Wi-Fi. It's here. It's there. It's every friggin' where.



We put on our business socks.

That means it's **time** to get serious.

Level up your business with Jade - Southern Colorado's only internet provider with a 99.999% uptime.

Why get a land line?

Besides how cool it is, right?

Power Outages

What doesn't need to charge and still lets you make calls? A land line, that's what.

Sound Quality


When sound quality and comfort matters, the land line is the Cadillac of phone service.

Emergency Response

Give the prepper in your life the gift they could only dream of—a dedicated land line.

Better Security

Cell phones!? That's how the government gets ya. Ensure your privacy with a land line.



Brandon Waybright

Values-driven messages

While Jade loves to have fun, it puts serious work in when it comes to its ethics which include a commitment to increased sustainability and ensuring the privacy of everyone who uses their network.

++

**Better internet
is good for the planet.**

Less energy used



**lower carbon
footprint**



Hybrid Fleet

We built



a better box

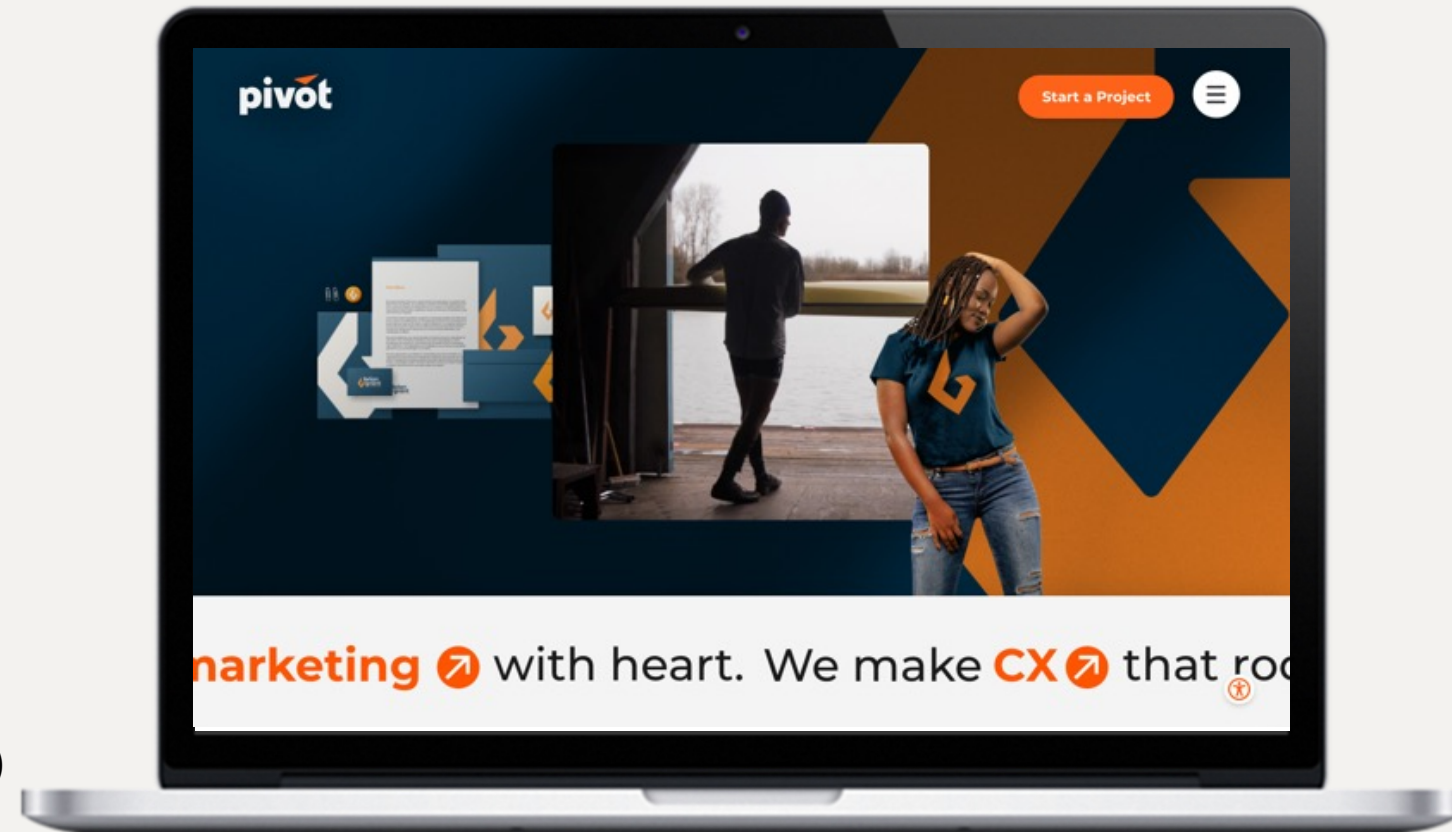
Pivot Group

Pivot group was midway through a new site development when several content and design-related issues came to the service. I worked with the Pivot's corporate marketing team to adjust the content, design, and writing on a few key pages to improve the usability and impact of the work while keeping them on their tight timeline to go live.

My Role

Editing the content design (home and services)
Animation, graphics, and ui (home and services)
UX writing (home, services, and service banners)

++

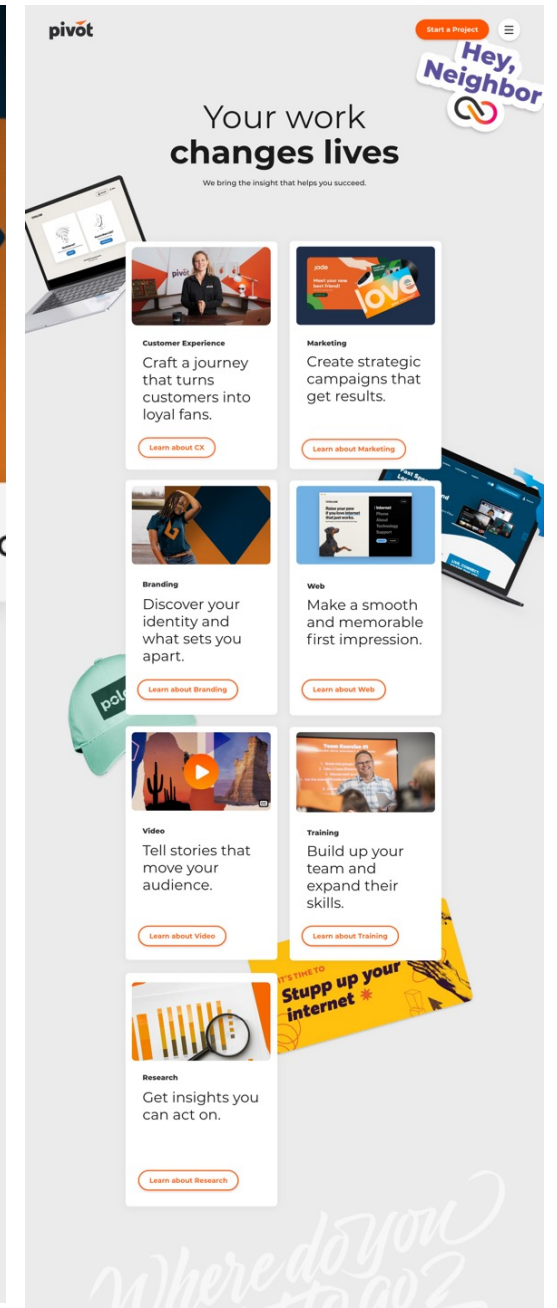
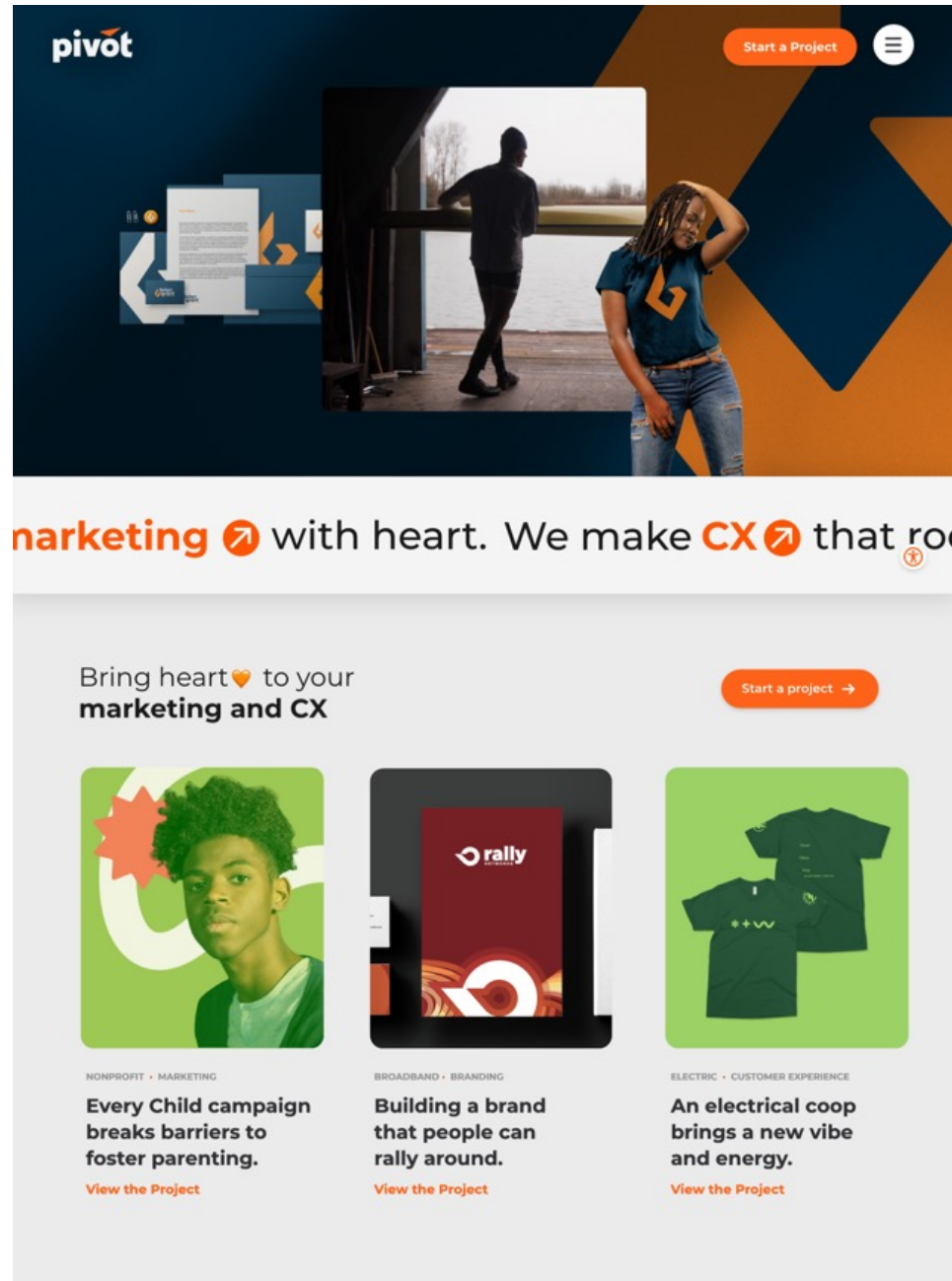


Brandon Waybright

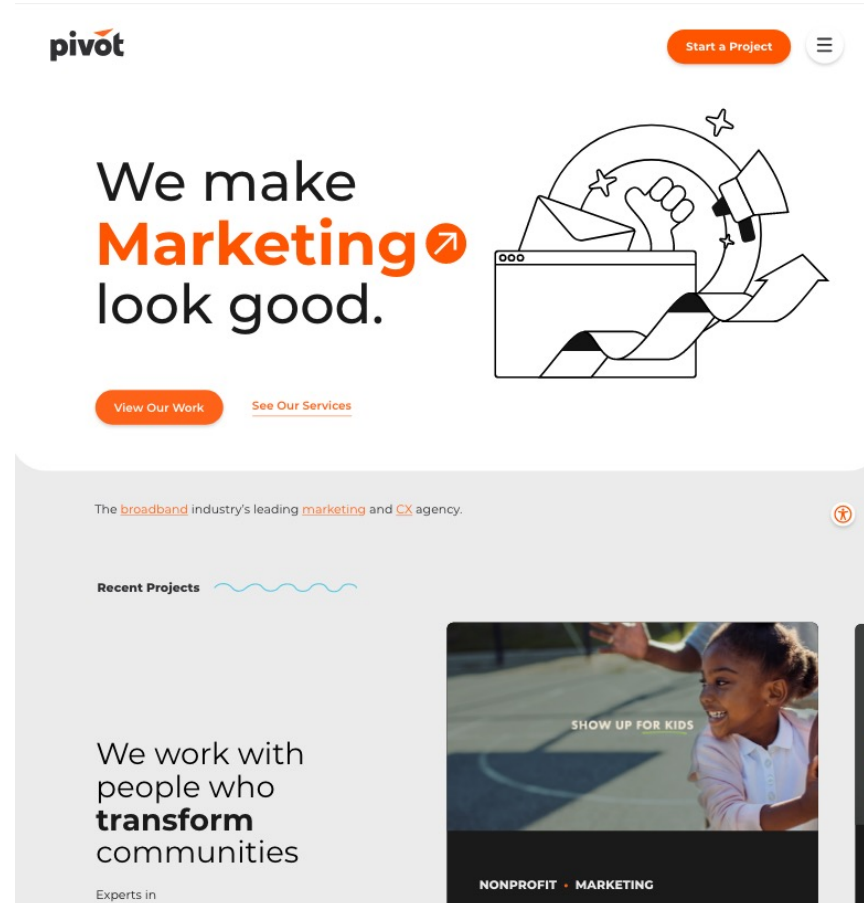
Benefit and heart

The largest adjustment to the content from a writing perspective came from a simple content principle: focus on the benefit and impact, not the feature.

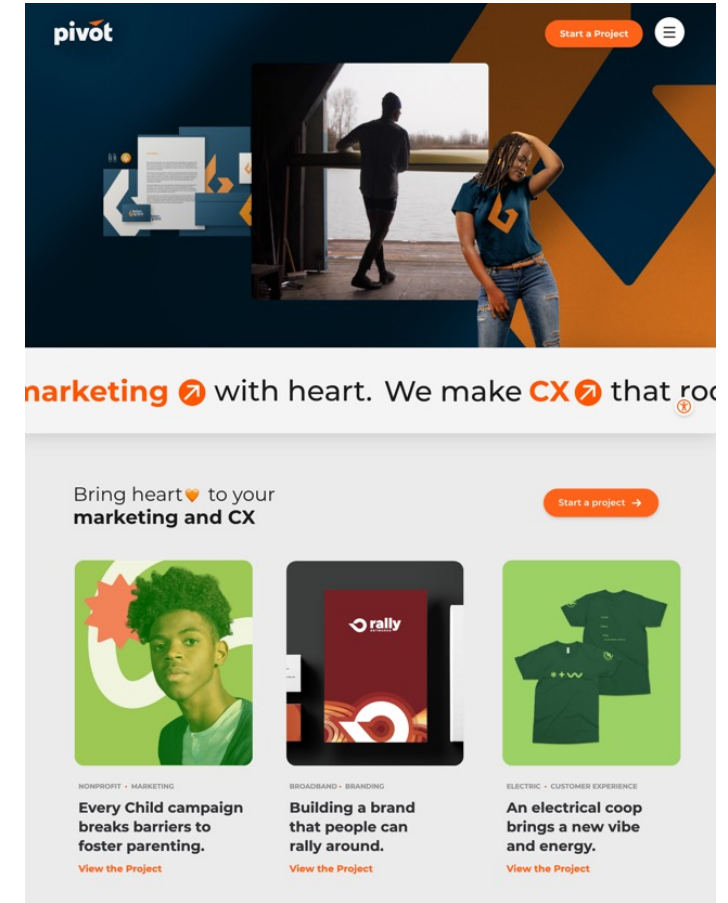
++



An edit goes a long way
Improving the reception of content without altering the structure of the site significantly can be tricky, but modest adjustments can also lead to great impact.



Original



Edit

++

Focusing on high impact
Using data and testing to determine high impact moments, one can make a large difference just by adjusting the wording or image choice in a given moment.

++

pivot

Award-winning branding

Find your company's values, craft your story, and build a visual identity that turns customers (and coworkers) into fans.

Start a Branding Project

jade
Meet your new best friend!
Ads from Jade Security
Start a Project

Rally

rally

Branding

You
Who you are

Community
Where you are

Future
Where you want to go

What can branding do for you?

Pivot's proven brand architecture process will help you connect with your community and craft stories worth caring about. We'll peel back the layers of your brand and provide you with written and visual deliverables to help you show up consistently in the market and get you where you want to go.

Branding Process Overview

pivot

Award-winning branding

Find your company's values and personality, craft your story, and build a visual identity that turns customers (and coworkers) into fans.

Start a Branding Project

Branding

You
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What can branding do for you?

Pivot's proven Brand Architecture process helps you develop the tools to drive strategy and help you tell your story for years to come. Our Brand Architecture establishes both written and visual deliverables that inform future marketing efforts, so your message stays consistent.

Brand Process Overview

Brandon Waybright

Values driven

Around 2020, Pivot began investing heavily in DEI work, contracting consultants, expanding its hr team and providing training to its members. The site provided an opportunity to share their commitment, along with their focus on helping their team members thrive, more publicly.

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The hero section of the Pivot website features the company logo in the top left. The main headline reads "We exist to help people thrive" in a large, bold font. Below the headline is a button labeled "Want to work at Pivot?". To the right of the text is a photograph of a diverse group of people smiling. In the top right corner, there is a "Start a Project" button and a menu icon.

We exist to help people thrive

Want to work at Pivot?

Start a Project

This section of the website is titled "Join a team that cares" in a large, bold font. Below the headline is a sub-headline: "About each other, about our clients, and about doing our best, every day." A button labeled "See Available Jobs" is positioned below the text. To the right is a photograph of a hand holding a Polaroid photo of a person with large antlers. The "Start a Project" button and menu icon are also present in the top right.

Join a team that cares

About each other, about our clients, and about doing our best, every day.

See Available Jobs

Start a Project

Open Positions

We're looking for people who are excited to help our clients make a difference in the world.

Telecompetitor	Portland, Oregon
Telecompetitor Managing Editor-Remote(Optional)	Portland, Oregon
Pivot	Portland, Oregon
Video Producer	Portland, Oregon

The graphic features a large orange background with a white rounded rectangle in the center. On the left side of the rectangle is a stylized illustration of two hands holding each other, with two circular icons containing orange hearts. The text "Care for all without condition." is written in a large, bold font, followed by "Diversity, Equity, and Inclusion" in a smaller font. Below this is a paragraph of text explaining the commitment to DEI. A button labeled "View Our Full DEI Statement" is located at the bottom right.

Care for all without condition.

Diversity, Equity, and Inclusion

To be part of our team means a commitment to care for all without condition, to embrace equal opportunity, and to welcome and include others without judgement.

View Our Full DEI Statement

Microcopy

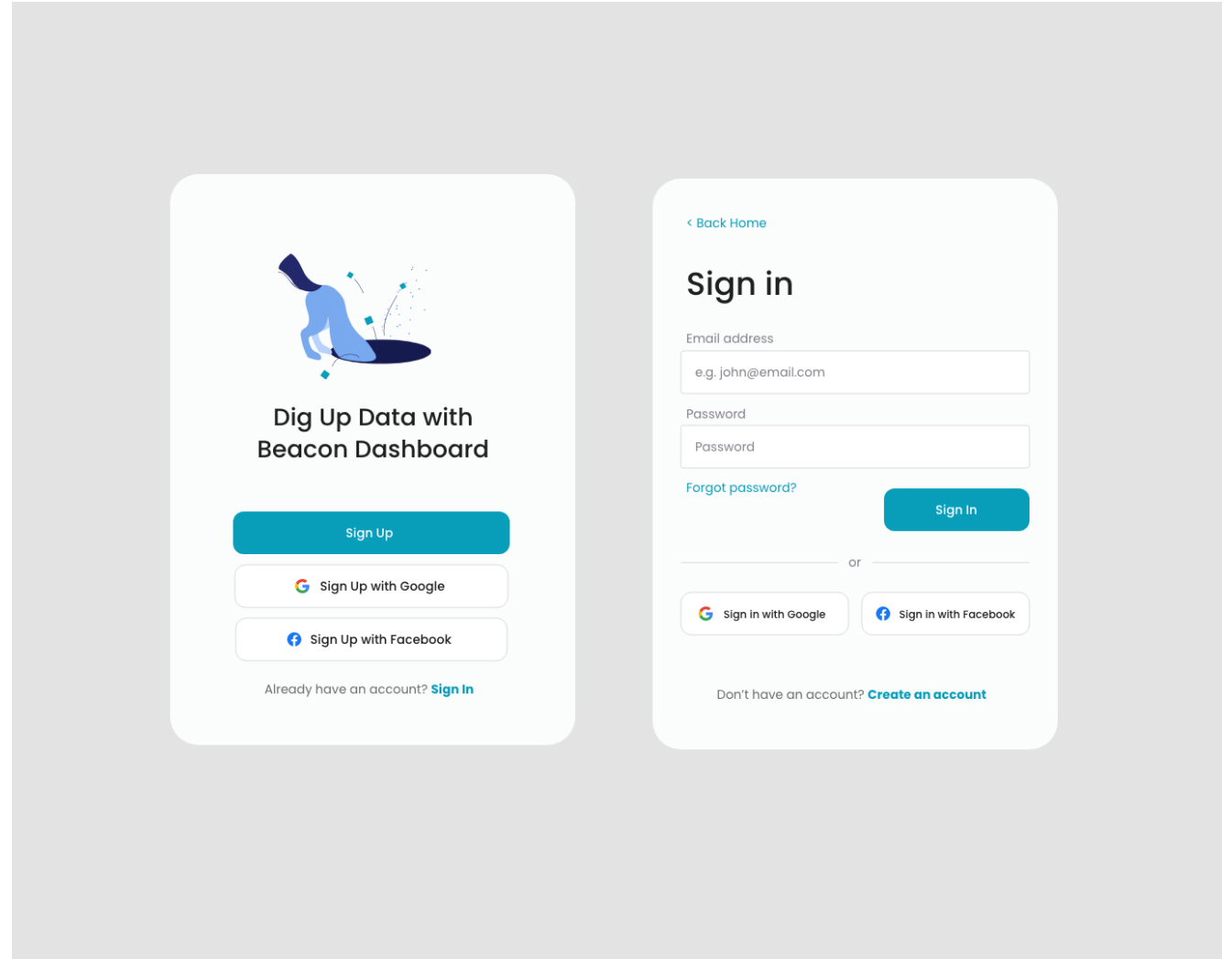
And other UX Writing

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Beacon Dashboard

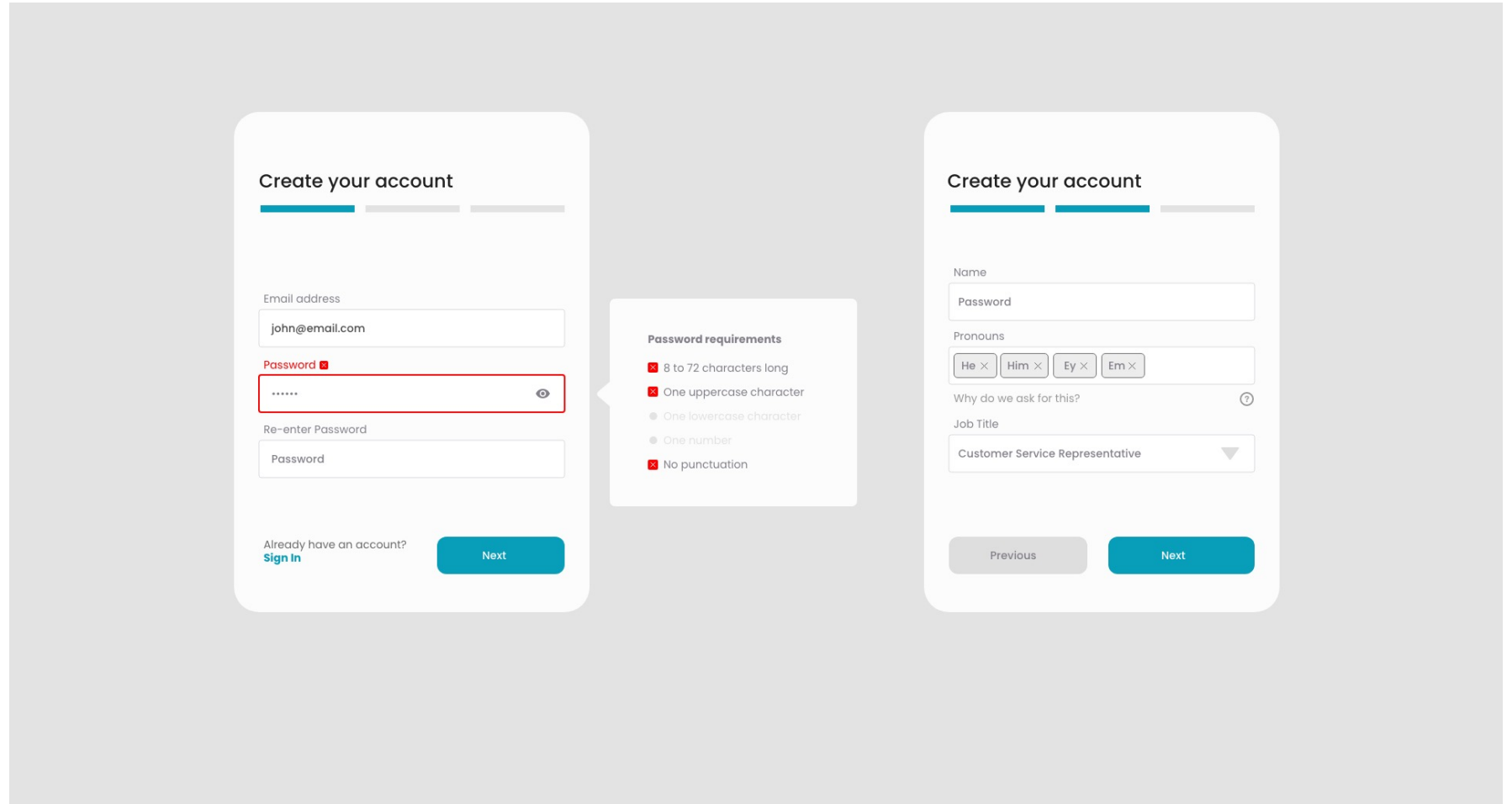
Clear options

Text and iconography makes the variety of ways one can sign in and sign up clear to users within an instant.



Added support

The only thing worse than filling out a form is the encountering an error while filling a form in. Helpful in-context messages provide clarity around requirements and also provide opportunity explain the purpose of different requests.

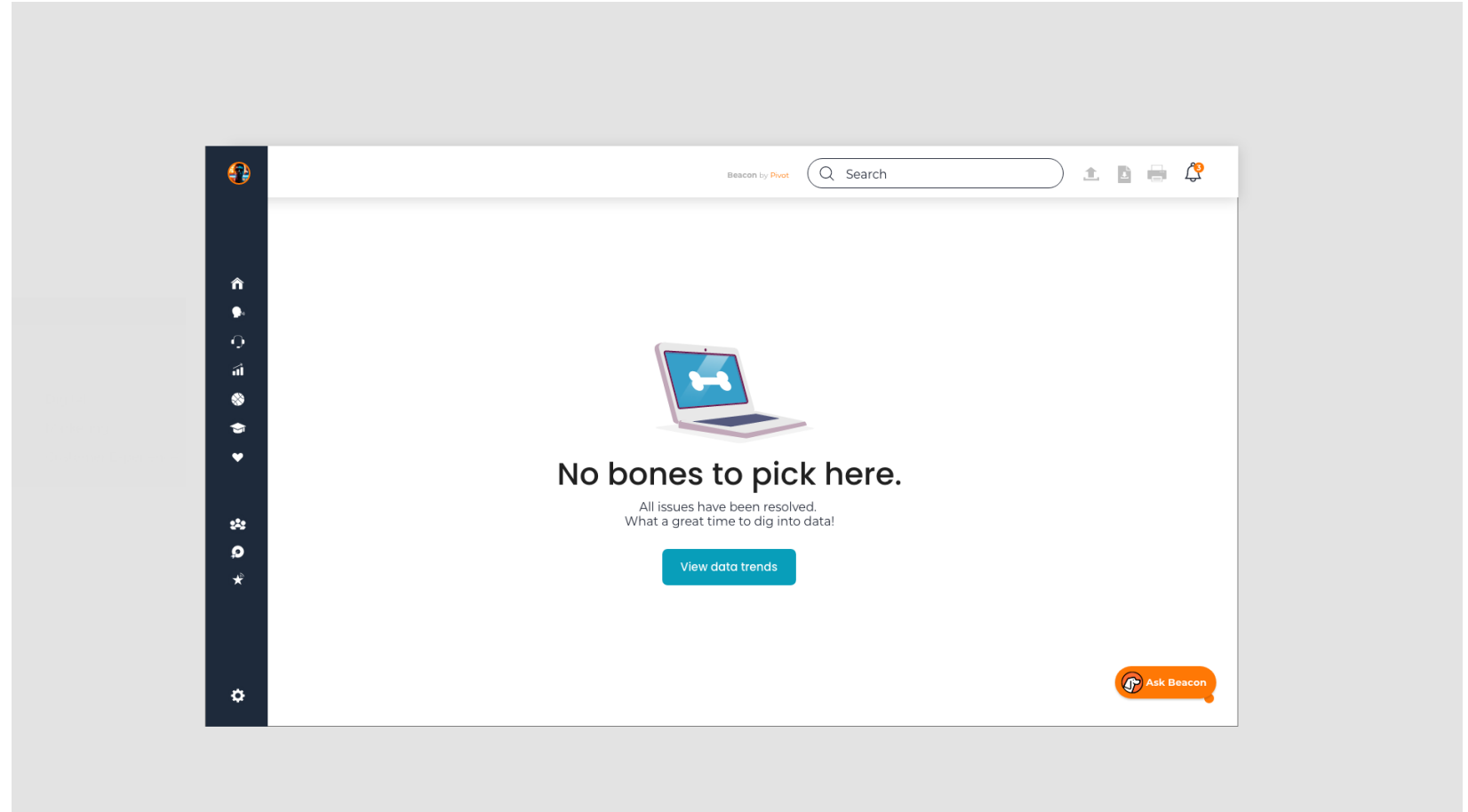


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Note: the pronoun field shown to the right is autofilled with common pronouns and neo-pronouns. It also includes the ability to enter custom language the option as well as a choice to not share pronouns. This information helps coaches and site language adapt to use people’s pronouns accurately.

Avoiding the blank page

Nothing feels more broken than a blank page. This empty state for the Beacon Dashboard not only assures users that everything is going according to plan, it also invites them to use additional site features.



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Tiny acts of kindness

Beacon dashboard users live in a range of time zones and often message one another. A subtle note under the send message option on a user profile page reminds them of the time it is for the message recipient.

Widget by Pivot

Search

< Back to Call Coaching

Nathan Huffnagle
CS Specialist

Last Login: 6 hours ago | Time Zone: Eastern (EST)

Send Message

It's currently 11pm where Nathan lives.

Overall Score | All Time | 2022 | Month

Month	Employee	Company	Industry
Jan	40	20	15
Feb	80	60	50
Mar	65	45	40
Apr	40	15	10
May	60	55	50
Jun	100	85	70
Jul	60	40	35

212 Avg Calls Per Week

Pivot Tip

Ask Beacon

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Brandon Waybright

Call Coaching Platform

Teaching in the moment

User research consistently demonstrates that in-context education is stickier than traditional onboarding. I snuck this explanation inside a button—teaching users the meaning of the button at the moment they chose to take action.


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 **Follow conversation**
New replies will appear in your notifications

Share message

Remind me about this >

Add reaction

 **Unfollow conversation**
You'll no longer see replies to this

Share message

Remind me about this >

Add reaction

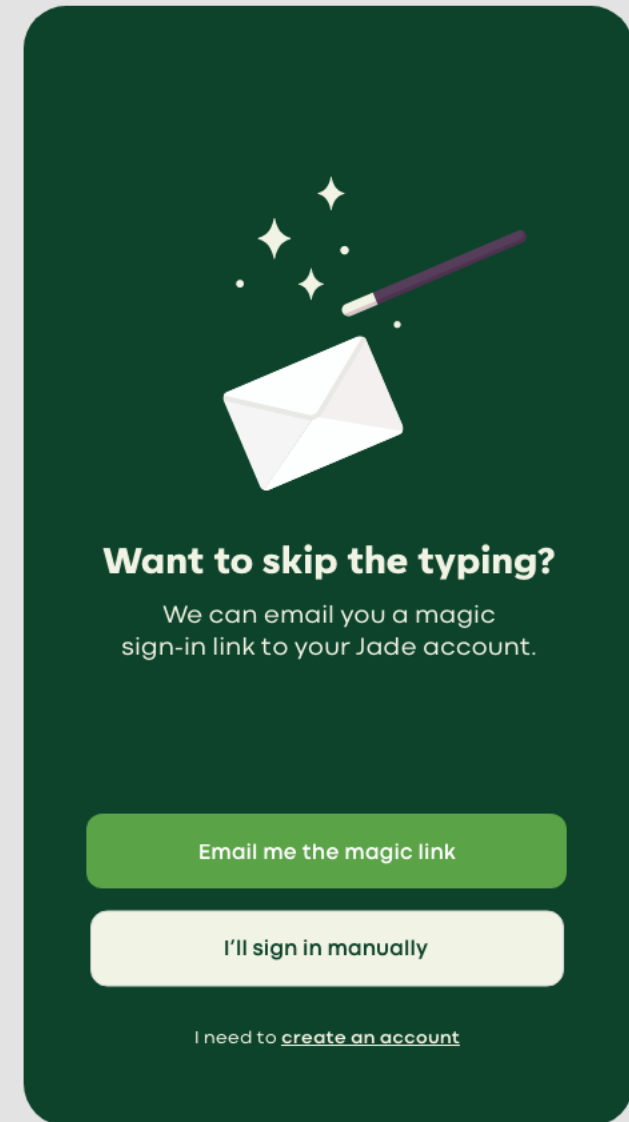
Brandon Waybright

Jade Wifi App

Easy login

At a time when most people have too many passwords to keep track of, a user-friendly login screen is incredibly important.

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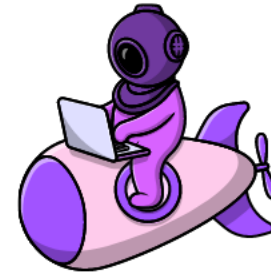
Brandon Waybright

Splashboard

One-screen setup

This one-screen, collaborative “splashboard” setup looks simple enough – but getting there took lots of work. After whittling down requests from stakeholders, we were left with just the essentials.

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Create a new board

Choose a name and privacy setting for your board.

- Public** Anyone can join your board
- Private** The splashboard can only be joined by invitation

Name your board

Board names must be made of letters, numbers, and spaces only.

Invite people (optional)

Learn more about public and private boards by [visiting our help center](#).

Cancel

Create board

C O N T A C T

Phone

(626) 807-8516

Emails:

me@brandonwaybright.com

Address:

22225 NE Hidden Springs Rd
Dundee, OR 97115

Thank you!

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